

PRESS RELEASE

Cees 't Hart, CEO of Carlsberg, presents the groundbreaking Snap Pack at World Economic Forum ASEAN

A world first for the beer industry, the Snap Pack innovation will reduce the amount of plastic used in traditional multi-packs by up to 76%.

Hanoi, 13 Sept 2018 – It's 'probably the best' occasion to share a groundbreaking innovation, and Cees 't Hart, CEO of the Carlsberg Group, proudly presented the Snap Pack, replacing the plastic wrapping used around Carlsberg's six packs with a pioneering technology that glues its cans together, at World Economic Forum's ASEAN summit in Hanoi.

As one of the speakers at the 'Turning the Tide on Plastic' panel during the World Economic Forum ASEAN being held in Vietnam, Cees 't Hart said: "At Carlsberg, we are working hard to deliver on our ambitious sustainability agenda and to help tackle climate change."

"We always strive to improve and the launch of the Snap Pack clearly shows our ambition to follow in our founder's footsteps towards a better tomorrow. Carlsberg's Snap Pack will significantly reduce the amount of plastic waste, and we look forward to giving our consumers better beer experiences with less environmental impact," Cees 't Hart continued.





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The Snap Pack innovation is set to reduce plastic waste globally by more than 1200 tonnes a year, equivalent to 60 million plastic bags.

Carlsberg Group's research and development teams have worked closely with external partners to innovate in ways that will make a difference to both consumers and the climate. Three years in the making, the Snap Pack is just one of Carlsberg's sustainable packaging solutions that were announced today.

Other improvements include:

- A switch to Cradle to Cradle Certified™ silver inks on its bottle labels to improve recyclability.
- A new coating on refillable glass bottles to extend their lifespan and therefore their environmental footprint.
- New caps which remove oxygen to make the beer taste fresher for longer.

The innovations represent the first of a series of consumer-facing manifestations of Carlsberg Group's sustainability programme, Together Towards ZERO, which includes ambitions of a ZERO carbon footprint and ZERO water waste.

They will first be applied on the flagship Carlsberg brand to drive constant reappraisal and refinement. This will further substantiate the iconic tagline of 'Probably the Best Beer in the World' in a meaningful way - giving consumers a great tasting beer that also helps them reduce their environmental impact.

For more information about this story

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About Carlsberg Group

The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and other beverage brands. Its flagship brand – Carlsberg – is one of the best-known beer brands in the world, and the Baltika, Carlsberg and Tuborg brands are among the eight biggest brands in Europe. Around 41,000 people work for the Carlsberg Group and its products are sold in more than 150 markets. Find out more at www.carlsberggroup.com.

About sustainability in the Carlsberg Group

The Carlsberg Group's sustainability programme, Together Towards ZERO, is a response to global challenges such as climate change, water scarcity and public health issues. The programme is an integral part of the Group's SAIL'22 strategy and consists of four major ambitions and corresponding targets to be achieved by 2022 and 2030 respectively.

The ambitions are: ZERO carbon footprint, ZERO water waste, ZERO irresponsible drinking and a ZERO accidents culture. The programme encapsulates how the Group is pursuing its purpose of brewing for a be_ter today and tomorrow. It is based on a scientific approach and aligned with the UN Sustainable Development Goals.

Learn more about the Carlsberg Group's work with sustainability, and its new ambitions and targets: www.carlsberggroup.com/sustainability

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