

Carlsberg Denmark prepares beer with regeneratively grown raw materials

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Carlsberg Denmark has agreed with DLG and Viking Malt to purchase Danish malt barley grown according to regenerative principles. The malted barley will be used for a specially brewed Carlsberg, which will be available in 2025 and be Carlsberg's first beer in Denmark with regenerative raw materials.

As part of its sustainability strategy, Together Towards ZERO and Beyond, Carlsberg Group has committed to sourcing all raw materials according to regenerative principles by 2040. This transition will benefit both climate and the environment.

The first Danish example of this transition will be seen in the new year, as Carlsberg Denmark has just purchased malting barley grown according to regenerative principles. These principles include no- or low-tillage cultivation, soil covered for 95 per cent of the year, at least three crops on the same plot over five harvest seasons and avoiding overuse of synthetic fertilisers and pesticides by using the minimum required by the crop. The purchase was made in connection with this year's harvest from 100 hectares across two farms in Zealand.

The parties expect to deliver up to 500 tonnes of malt to Carlsberg's breweries in Copenhagen and Fredericia. This means up to 3.3 million litres of beer with regeneratively grown malting barley will be produced.

A portion of the malting barley will be used for a special edition of Carlsberg brewed with 100 per cent regeneratively grown malting barley, which will be produced in limited quantities and available in 2025. The remaining portion will become part of the well-known Carlsberg Pilsner, which will eventually be brewed with 100 per cent regeneratively grown raw materials. The regenerative malting barley has the same quality standards and flavour profile as conventional malting barley, so consumers will not taste a difference.