

Carlsberg's Miniature Beer Captures a Giant Commitment to Responsible Drinking

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Carlsberg Sweden has scaled back the conversation around responsible drinking to an unprecedented level with what it claims is the world's smallest non-alcoholic beer. Standing just 12 millimetres tall, the miniature bottle crafted through a collaboration between glass specialists, researchers, and a renowned miniature artist marks an unconventional yet striking addition to the company's 150-year celebration of scientific and brewing innovation.

But beyond the novelty, Carlsberg says the project carries a serious message: moderation. By blending humour, precision engineering, and artistic detail, the brewer hopes to engage younger consumers and reframe responsible drinking in a way that feels fresh, relevant, and thought-provoking.

NUFFOODS Spectrum spoke with Casper Danielsson, Director of Corporate Affairs at Carlsberg Sweden, to understand the inspiration behind the tiny beer, the intricate craftsmanship required to produce it, and how this initiative ties into the company's broader goals around sustainability, education, and the future of low- and no-alcohol beverages.

What inspired the creation of the world's smallest non-alcoholic beer, and how does this initiative align with Carlsberg's broader vision for promoting responsible drinking?

The idea was born as part of Carlsberg's 150-year celebration of innovation and research. We wanted to highlight moderation in a tangible and unconventional way – by showing that even the smallest beer can carry a big message. Promoting responsible drinking is at the heart of our business, and we believe that creativity and humor can help make a serious message more accessible and memorable.

This project brought together art, science, and craftsmanship. Could you elaborate on how Carlsberg collaborated with RISE, Glaskomponent, and miniature artist Åsa Strand?

The World's Smallest Beer was truly a team effort. Glaskomponent, specialists in laboratory glassware, handcrafted the miniature bottle. RISE through general advice at the start of the project as well as by sharing capillary design for optical fibers which enabled the filling of the bottle. And the miniature artist Åsa Strand applied the cap, label, and color – a process requiring incredible patience and precision. The result combines brewing craftsmanship, scientific innovation, and artistic detail in one unique symbol of moderation.

The bottle is only 12 millimetres tall, yet it perfectly captures the essence of Carlsberg's branding and quality. What were the biggest challenges?

Every stage was a challenge – from producing the glass bottle to ensuring it could actually be filled and sealed. Working at that scale meant that even the tiniest imperfection could ruin the result. Applying a real Carlsberg label and cap by hand at a 12-millimetre size required a completely new approach and a great deal of experimentation by us and Åsa Strand.

Beyond its novelty, how do you foresee initiatives like this influencing consumer attitudes toward alcohol consumption, especially among younger audiences?

We believe that responsible drinking messages work best when they engage people emotionally. By combining humor, science, and curiosity, we want to make moderation feel relevant and interesting – not just a rule to follow. Younger audiences in particular respond well to creativity and authenticity, and we hope this project sparks reflection as well as smiles.

Carlsberg is challenging students to create an even smaller beer. What do you hope to inspire through this, and how does it connect to Carlsberg's culture of innovation and education?

We've partnered with KTH Royal Institute of Technology to invite students across Sweden to outdo us – the smallest beer wins. The idea is to celebrate curiosity and problem-solving, values that have driven Carlsberg since the founding of our Research Laboratory. Whether through pure yeast cultivation or the discovery of the pH scale, innovation has always been part of our DNA. This challenge lets the next generation of innovators explore that same spirit in a playful way.

Looking ahead, how does this initiative fit into Carlsberg's wider sustainability and social responsibility goals?

Promoting responsible drinking is one of our key sustainability pillars. Globally, our ambition is to reach 35 per cent low- and no-alcohol volume share by 2030 and to ensure all our markets run initiatives that promote moderation. The World's Smallest Beer might be tiny, but it reflects a big commitment – to make moderation visible, engaging, and relevant to today's consumers.