

Carlsberg Denmark debuts new product platform that cuts alcohol in half

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Carlsberg Nordlyst leads the rollout of a new lower-alcohol portfolio in Denmark designed to unlock a new pocket of growth in the beer market.

As moderation becomes a defining force in how Danes enjoy beer, Carlsberg Denmark is launching a new platform of lower-alcohol beers under the category name “session.” The range is designed to give consumers more flexibility and freedom of choice, without compromising the taste or quality of their beer.

The first product in the portfolio, Carlsberg Nordlyst, debuted. The 2.5 per cent ABV lager contains roughly half the alcohol of a classic pilsner, offering a full-flavoured alternative for moments when consumers want to dial down the alcohol percentage.

New nationwide research in Denmark conducted by Ipsos for Carlsberg shows a clear shift. 64 per cent of Danes say they have recently begun moderating their alcohol intake or have done so within the past five years. Two out of three consumers say they are open to trying a lower alcohol beer or choose it as their primary option. The interest is especially high amongst men.

“Danes have increasingly become beer flexitarians,” says Peter Haahr Nielsen, Managing Director, Carlsberg Denmark.

• This is due to a moderation trend that is not about either-or, but about freedom of choice to choose the beer and alcohol percentage that suits them best in the situation. This has created a new, exciting gap in the market for beer with less alcohol than usual. •