

Fact Sheet Carlsberg Light

Carlsberg launches Carlsberg Light in July 2009.

Premium beers are a growing category in China. Across China premium beer account only for 3% of all beer volume however with Chinese consumers getting increasingly affluent this percentage is estimated to increase. The Carlsberg Light key user target is 25-35 y.o. males, ambitious, outgoing and always looking for quality.

Carlsberg Light has a refreshing taste profile that does particular well in combination with food without taking away the characteristic flavours found in the Chinese kitchen.

Carlsberg Light is brewed to cater to the specific light taste pallets of the Chinese and contains 3.6% alcohol. Carlsberg Light is brewed by use of natural raw materials and rice has been added to give a refreshing taste profile. Carlsberg Light is available in a 550ml premium Carlsberg embossed bottle that fits well the typical Chinese way of sharing foods, drinks and enjoyable moments with friends/colleagues or business partners.

Carlsberg Light Product:

- ❑ 3.6% alc. vol.
- ❑ Alcohol Plato 9.2 %P
- ❑ 7.5 EBU - bitterness level
- ❑ 40kcal/100ml
- ❑ 9 mths shelf life
- ❑ Ideal serving temperature 4-6 degrees

