

Holsten Press Kit

Holsten is one of the biggest brands in the Carlsberg Group portfolio

Holsten is an authentic German beer and is the number 2 brand globally within the German and Czech beer category. It is brewed according to the Reinheitsgebot tradition from 1516, and was first developed and produced by the Holsten Brewery in Northern Germany in 1953. Since then it has expanded to many other markets, primarily in Europe, and today you can experience the great taste of Holsten Pilsener in many countries around the globe.

Where does the Holsten name come from?

A Germanic tribe called the 'Holsten' lived in Northern Germany in the region that is now called Holstein. According to the 'Chronica Slavorum', written in the 12th century, the Holsten were described as a freedom-loving, bull-headed and very hospitable people. Perhaps the founders of the Holsten-Brauerei AG had these characteristics in mind when they christened their brewery in 1879.

Performance

Since the Holsten brand acquisition in 2004 Carlsberg Group has grown the brand by 35%

Product facts

Holsten Premium has clear richness of barley and sweetness to it, with a distinct bitterness that gives a lingering after-taste

Beer type - Northern German Pilsner

Alcoholic Volume: alc. 5.0% vol

Energetic Value: 42 kcal/ 100g

Fermentation: Cold Fermented

Packaging

33-cl / 50-cl glass bottle and draft depending on the market.

Availability

Holsten is sold in more than 90 countries. It is the largest beer North of Germany and the second largest International German beer in the world.

Sponsorships

Football: Hamburg Sports Verein

Ice Hockey: Hamburg Freezers



Website: www.holsten-pilsener.de