

Tuborg Press Kit

Tuborg is truly a cosmopolitan brand and present in more than 70 different countries. It is the no 1 brand in Denmark and is growing strongly in Eastern Europe.

Tuborg Breweries was established as an export brewery in connection with a private port in the town of Hellerup north of Copenhagen. Exports grew slowly, but Tuborg beer was soon popular among the Danes. In 1880, the first Danish Tuborg lager was on the market with the characteristic green label. It became instantly popular with the Danes and has since grown to become Denmark's best selling beer.

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Tuborg supports musical and cultural events in many countries, including the Roskilde Festival (Denmark), the Exit Festival (Serbia) and the Global Gathering (UK). Besides, the Tuborg brand can be seen in several music videos with a number of international artists like Eminem, Kings of Leon, Simple Plan, Louis XIV, The Academy Is and One Republic, and recently the band Cobra Starship just launched a video for their new single "Good Girls Go Bad" featuring Tuborg.



Performance

- No. 1 (in Denmark and in Norway)
- Since the launch of Tuborg Green in the Russian market, the Tuborg brand has grown almost 800% in volume in Russia.
- Today Tuborg is the clear market leader within the Licenced Premium Beers in Russia.
- Tuborg's newest market is India, where Tuborg was launched in 2009 with very positive growth figures and consumer reactions.

Product

Beer type – pilsner
 4.6% by volume (ABV) (differences may occur between markets)
 Tuborg Green is a bottom-fermented lager beer. It's brewed on lager malt, a slightly roasted, bright type of malt which results in the well-known mild, fresh taste and aroma of flowers and grain. The beer is medium rich and lively with a moderate bitterness in the aftertaste.
 It's excellent with light meals such as salads and spicy Asian dishes.



Tuborg is brewed with pale lager malt, bittering hops and bottom fermenting yeast. Shelf life depends on pack type and country, but usually 6 months in bottle and 9 months in can.

Packaging

Bottles, cans and draught depending on the market.

Availability

Approx 70 countries world wide. The Tuborg portfolio also includes numerous innovative line-extensions, the availability of which depends on the market.

Sponsorships

Roskilde Festival

GreenFest

Download Festival

Wireless Festival

Global Gathering

Grøn Koncert

EXIT Festival

...and many more!

Website

www.tuborg.com - International website for Tuborg Green

www.tuborg.dk - Danish website for the Tuborg beers.

Music Videos

View some of the latest videos featuring the Tuborg Brand:

Eminem: We Made You Watch video on MySpace

Kings of Leon: Use Somebody Watch video on MySpace

All American Rejects: Gives You Hell Watch video on MySpace