



Fact Sheet Background on Carlsberg and Skiing

Carlsberg and Skiing

Carlsberg has enjoyed a long and successful relationship with skiing. Carlsberg has sponsored numerous FIS Alpine World Cup races since 1998, and has been a partner of every FIS Alpine World Ski Championships since 1999 in Vail/Beaver Creek, St Anton ('01), St. Moritz ('03), Bormio ('05), Åre ('07) and Val d'Isère ('09).

In 1999 the first Verbier High Five by Carlsberg event was staged in Verbier, Switzerland and this year it celebrates its 10th anniversary.

The Verbier High Five by Carlsberg

The High Five provides the public with a sporting and leisure "life-style" event in an "After-ski" environment. It embraces 5 disciplines (hence "High Five") and combines alpine and snowboarding techniques.

Each year in March/April, the Verbier High Five by Carlsberg celebrates the end of the ski season. Up to 20 of the world's best pro-skiers and snowboarders are brought together to compete and party with about 280 participating amateur skiers who can register on-site or via the Internet. The High Five competitions are open to all skiers and snowboarders, male & female, subject to a minimum age of 18 years. The ski racing is complemented by live bands and exhibitions. After the racing, the awards are presented and then everyone skis down to the town for the party.

All rights to the High Five are owned by Carlsberg Breweries A/S in Denmark, and it is therefore independent of any skiing federation or other competition series. However, Carlsberg works closely with several ski clubs in and around Verbier.

The Verbier High Five by Carlsberg is hosted and title-sponsored by the prestigious Swiss ski resort, Verbier. The partnership with Verbier comprises Télèveverbier (ski lifts), the Commune (facilities and general co-operation) and the Tourist Board (accommodation and publicity). Carlsberg acknowledges the support of its co-sponsors Craft (sport clothing), Helvetia (insurance) and Alpina (ski helmets).

Current round-up of 2009 pro-skiers:

Men: Didier Défago (SUI), Didier Cuche (SUI), Mattias Hargin (SWE), William Besse (SUI) and Sandro Viletta (SUI).

Women: Lindsey Vonn (US), Maria Riesch (GER), Julia Mancuso (US), Fränzi Aufdenblatten (SUI), Chemmy Alcott (GB) and Sylviane Berthod (SUI); Tina Maze (SLO) and Marie Marchand-Arvier (FRA).

Snowboarders: Alex Coudray (SUI), Jonas Emery (SUI), Mike Aeschbach (SUI) and Xavier Jordan (SUI)

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