

Press release

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A collaboration between the art project Radiant Copenhagen and Vintage 3

Kaspar Bonnén and two selected artists from the project Radiant Copenhagen have contributed to concluding the world's most exclusive beer trilogy with labels that point to the future and tell the story of what Carlsberg City may look like someday.

The art project Radiant Copenhagen, comprising artists Kaspar Bonnén, Kristoffer Ørum and Anders Bojen, created six different labels for Vintage 3, the third and final beer in the prestigious Vintage beer trilogy from Jacobsen Brewery. Vintage 3 marks the conclusion of the world's most exclusive beer project, featuring labels, bottles and beer that point to the future. And Vintage 3 is a beer that can maintain its excellent taste for at least 50 years.

"People will also gain a unique art experience with the Vintage 3 label. It does not resemble other beer labels in terms of materials or format. We are playing with the conception of space and time, fiction and reality, and blending this with a narrative about Carlsberg City," says the increasingly popular Danish artist and poet, Kaspar Bonnén.

Kaspar Bonnén was the first artist hired for the project, and he brought in his two artist colleagues, Kristoffer Ørum and Anders Bojen to develop not just one, but the six labels that are now featured on the approx 1,000 bottles of hand tapped and hand labelled Vintage 3.

Carlsberg City and the future

The artists utilised Carlsberg City as the centre of fictive narratives on the labels, which take place in a distant future or a past that never happened. One label shows "The Carlsberg Tower" (1914), an ambitious construction project that J.C. Jacobsen never realised before his death, while the label "Order of the Solar Temple (2011-2187)" describes the secret society founded by Carlsberg's employees in an attempt to manage the chaos following the construction of The Carlsberg Dome over Carlsberg City.

The remaining four labels are: "The brainwave battery of memories" (2147), "Our Dome, or The Carlsberg Dome" (2047), "Galaxy Scriptures" (2213) and "The Age of Originality" (1876-2019). All six labels and narratives are also a part of the Radiant Copenhagen project and will be found in this universe after the launch on March 3. See more at <http://radiantcopenhagen.net/index3.html>

With the Vintage trilogy, Jacobsen Brewery created a beer series that breaks the boundaries for what beer is and can be.

"The in-house brewery was founded to carry on the spirit of founder J.C. Jacobsen, whose goal was perfection. We promise that we will continue to do our utmost to deliver beers that transform people's view of the potential of beer," says brewmaster Morten Ibsen.

And the price?

DKK 2010 for 37 cl. "But it tastes as wonderful as the angels sing," says brewmaster Morten Ibsen immodestly.

In designing the labels, the artists used maps that are significantly more detailed than those available on the internet, including maps from COWI A/S, one of the world's leading suppliers of detailed digital aerial photos and maps.

Contacts and further information:

If you would like additional information about Vintage 3 or the Vintage trilogy, please contact:
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The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and soft drinks brands. Its flagship brand – Carlsberg – is one of the fastest growing and best-known beer brands in the world. More than 45,000 people work for the Carlsberg Group, and its products are sold in more than 150 markets. In 2008 the Carlsberg Group sold more than 125 million hectolitres of beer, which is about 103 million bottles of beer a day.

Find out more at www.carlsberggroup.com