

## **Jacobsen brews four tailor-made beers for Home of Carlsberg**

Jacobsen has developed and brewed four tailor-made beers for Home of Carlsberg and Madklubben, carefully brewed to match the food at the restaurant to give guests a unique Carlsberg experience. The four brews can be enjoyed exclusively at Madklubben Home of Carlsberg.

Directly from the beer tanks in the cellars just below the newly opened Madklubben Home of Carlsberg, Jacobsen supplies the new restaurant on Carlsberg's old brewery grounds with four freshly brewed, experimental beers.

*"We are excited to be able to offer four exclusive beers by our in-house brewery, Jacobsen, at Home of Carlsberg. Carlsberg's founder, J.C. Jacobsen, was already experimenting with beer and flavours back in 1847. This is exactly the premise we still live by – a curiosity about brewing beer combined with unique experiences,"* explains Tine Kastrup-Misir, director of Home of Carlsberg.

The draft beer taps in Madklubben's bar are connected to the brewery's beer tanks in the cellars, so there will always be a flow of freshly brewed and tapped beer directly from the tanks to the taps. Chris Thurgeson, Brew Master at Jacobsen, explains:

*"The beer is developed in our brewery at Home of Carlsberg. It allows us to explore and experiment with different raw materials to push the boundaries of how beer is brewed and tastes – and to give the guests at Madklubben Home of Carlsberg a unique taste experience that matches the food perfectly."*

Two of the four beers, House Pale Lager and House Dark Lager will be so-called house brews and are therefore always on tap, while the other two versions will be continuously replaced with new, experimental beers. Initially, the two beers will be Mandarin Lime Wheat Sour and American Pale Ale.

### **Beer laboratory**

The fact that the beer has been brewed specifically for Madklubben and has a direct connection to the restaurant's taps will play a central role when brewing beer for the guests.

*"At Jacobsen, we constantly try to challenge the limits of what a beer can contain and taste like – and simultaneously have broad appeal. With Home of Carlsberg and Madklubben, we have a unique opportunity to experiment with beer of a very special quality, which we can offer guests freshly tapped and perfectly paired with the food. It almost doesn't get fresher,"* says Chris Thurgeson, and continues:

*"Based on the dialogue we have with Madklubben and the guests, new beers will be developed and brewed continuously so that there is always something new and unique to offer the guests."*

### **About Home of Carlsberg**

Home of Carlsberg opened in December 2023 and is located at the old Carlsberg brewery site at Gamle Carlsberg Vej 11, which, with its historic and well-preserved buildings, forms a unique setting for the historical narrative. Home of Carlsberg is part of The Carlsberg Family, which consists of the brewery Carlsberg A/S, three foundations, two museums, and a research laboratory.

## **Facts – Four new Jacobsen beers for Home of Carlsberg and Madklubben**

### **1. House Pale Lager**

A German-inspired light lager brewed with a blend of pilsner and Munich malts, providing an elegant malt character with a herbaceous aroma and a clean, dry finish. It is 5.8% and goes well with fish and shellfish.

### **2. House Dark Lager**

A modern take on Carlsberg's founder's classic and historic Dark Lager recipe from the 19th century, but with a contemporary expression. This Bayer-style dark lager has sweet malt notes and a hint of fruit in the aroma. It is 5.5% and goes well with fried, braised, smoked, or grilled meat and roasted or charred vegetables or other spicy food.

### **3. Mandarin Lime Wheat Sour**

A fresh, refreshing, light sour beer with a strong taste and aroma of citrus from mandarin and lime. It is brewed from 100% wheat, which gives a fuller and smoother mouthfeel. It is 4.5% and goes well with fish or shellfish, lighter salads, and fried food.

### **4. American Pale Ale**

An American-inspired pale ale with a light copper colour and medium to high bitterness balanced with caramel notes. It is brewed with hops from Australia, New Zealand, and the USA. It is 5.0% and goes well with deep-fried chicken and spicy Asian or Mexican dishes.