

500 BRANDS

UMBRACO-AS-A-SERVICE

... THAT CALLS FOR A CARLSBERG!

HELLO!

CARLSBERG
GROUP

This is Carlsberg Group today

No. 1

in Northern & Eastern
Europe and fourth largest
brewer in the world



150

Markets around
the world

500

different beer
brands

40,000

employees on
three continents

36,000,000,000

bottles of beer sold in 2013

A Group of more than 500 different brands



Carlsberg Group owns 4 of the top-10 beer brands in Europe

Top 10 Beer Brands in Europe 2013 (million hl)

1	Baltika	13.3
2	Heineken	12.7
3	Carlsberg	8.6
4	Efes	8.3
5	Amstel	6.9
6	Tuborg	6.7
7	Obolon	6.5
8	Kronenbourg	6.3
9	Foster's	6.3
10	Chernigivske	6.1



Source: Canadian Wisdom, 5 March 2014

BRANDS



PEGASUS

SOLUTIONS

UMBRACO AS A SERVICE

MORTAR

DYNAMIC PAGE BUILDER

DITTO

CONTENT/MODEL MAPPING

FALCON
SOCIAL

Create new post

PUBLISHING

Calendar

Realtime Reach

Content Performance

Content Pool

CONTENT BY STATE

All 324

Drafts 53

Awaiting approval 2

Scheduled 20

Published 249

AMPLIFIED CONTENT BY STATE

All 0

Pending 0

Paused 0

Disapproved 0

Active 0

Finished 0

Engagement level	Copies
-	-
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Tuborg ti porta al Pistoia Blues a Pistoia! Scopri come vincere i biglietti omaggio dei...



Jun 11th 2014 (Published)

Engagement level	Copies
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Tuborg ti porta al Pistoia Blues Scopri come vincere i biglietti omaggio dei...



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Tuborg ti porta al Pistoia Blues a Pistoia! Scopri come vincere i biglietti omaggio dei...



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Engagement level	Copies
-	-
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Totuus vai tehtävä?

#YesTuborg

<https://mobi.tuborg.fi/>

Kumman sinä yleensä valitset: totuuden vai

Engagement level	Copies
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Melyik üveg a legnagyobb a 3 közül, ki tudja megmondani? :)



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Engagement level	Copies
-	-
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DIE ANTWOORD (ZA) HOLLYWOOD UNDEAD (US)



1970'S

1980'S

1990'S

2014



THYMN INTERVIEWS NILE RODGERS
BACKSTAGE AT THE 2013 EXIT FESTIVAL.

Tuborg

#GuessTheArtist



SNOWBALLS AND BANANAS! WHAT BAND ARE
WE THINKING OF?

Tuborg Global



PUT YOUR HANDS UP!
#SAYYES TO LIVE MUSIC.

Tuborg Global



NORTHSIDE

AARHUS, DENMARK, 13/6 -15/6 2014

ARCADE FIRE (CA), THE
NATIONAL (US), A\$AP
ROCKY (US), LANA DEL REY
(US), QUEENS OF THE
STONE AGE (US)



LUKA INTERVIEWS DANNY BROWN AT THE
2013 ROSKILDE FESTIVAL.

Tuborg



THE HUB

PEGASUS MARKETPLACE

NON
BRANDED

CUSTOMISATIONS

Grimbergen

Hero area



Grimbergen

+ GRIMBERGEN +
BIERE D'ARTS - BRUXELLES
1128

HOME

PRODUCTS

ABOUT

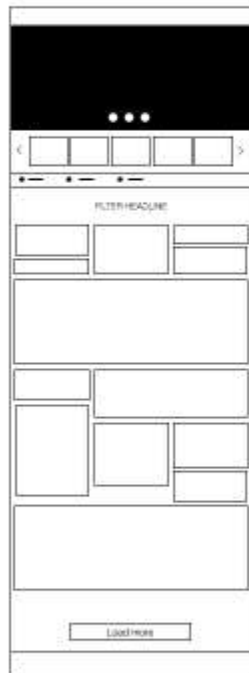


EN



Somersby

Hero area



Somersby



CAMPAIGNS

PRODUCTS

STORIES

SIGN IN

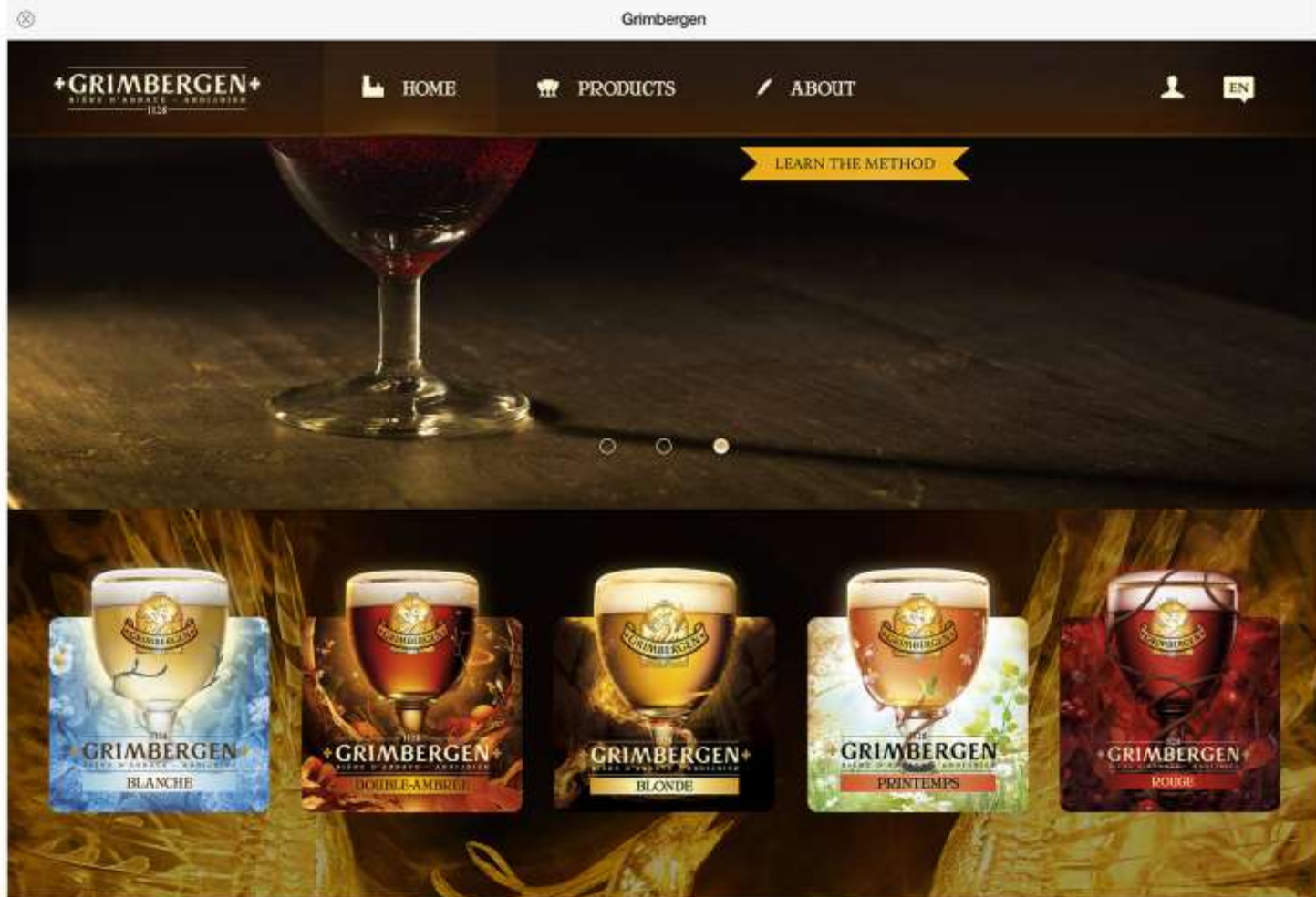
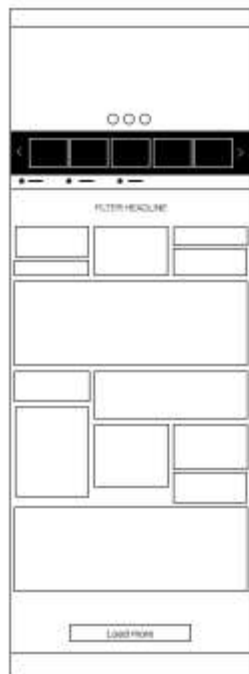


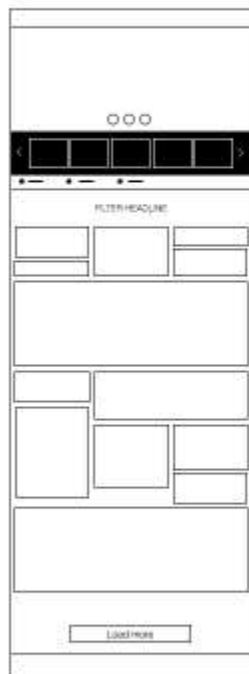
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Grimbergen

Highlights





CAMPAIGNS

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LET'S CELEBRATE OUR DISCOVERIES!

Lord Somersby is the father of many great discoveries - but the most famous of them all is probably Somersby cider, which was once known as the favorite drink of celebrities like Napoleon, Cleopatra and Newton.



Like 60k

LIKE US ON FACEBOOK

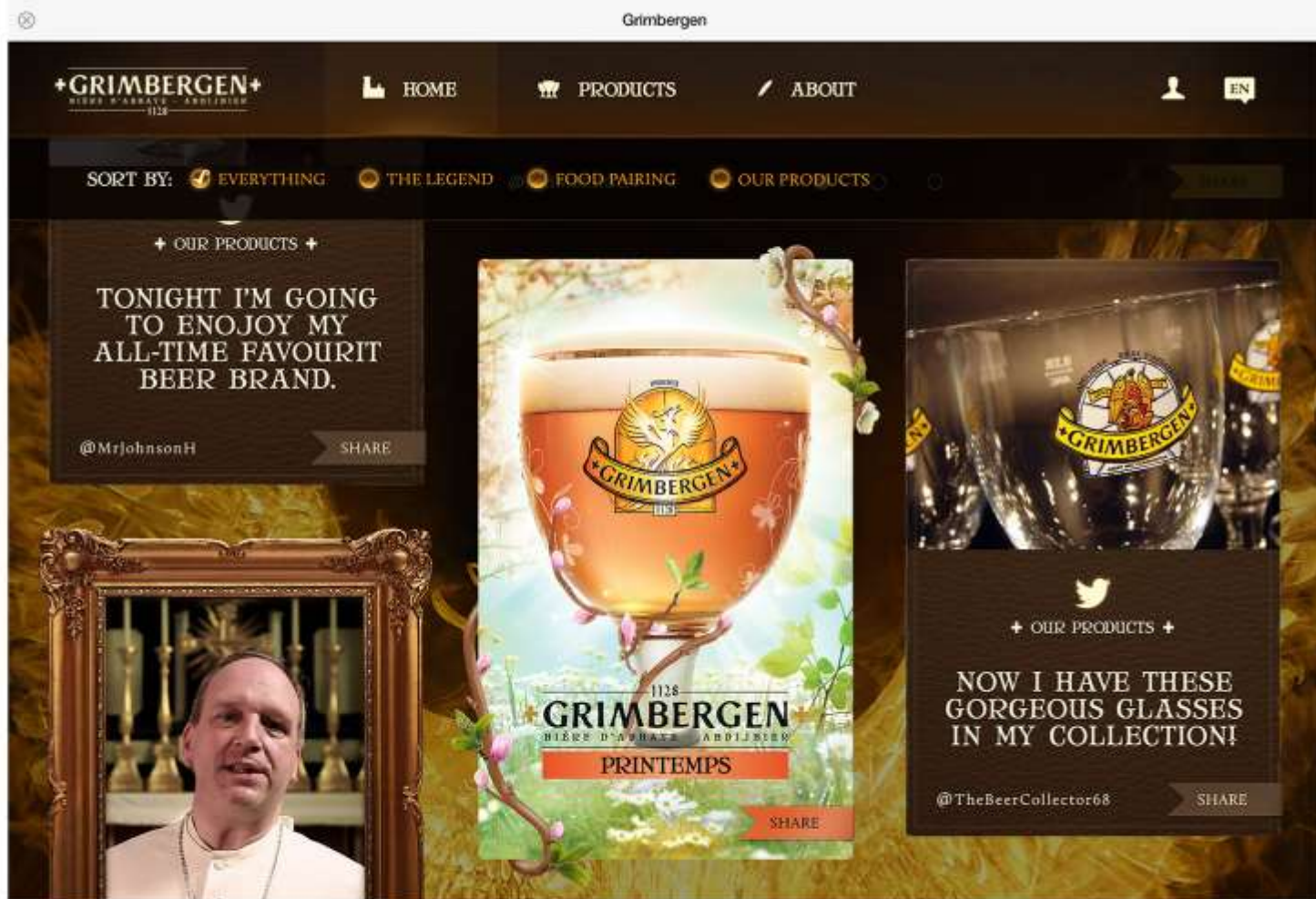
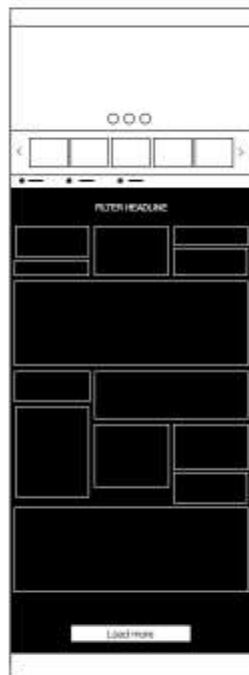
A REFRESHING CIDER ALL OVER THE WORLD.

Soon you can enjoy a refreshing bottle of Somersby in more than 20 countries.



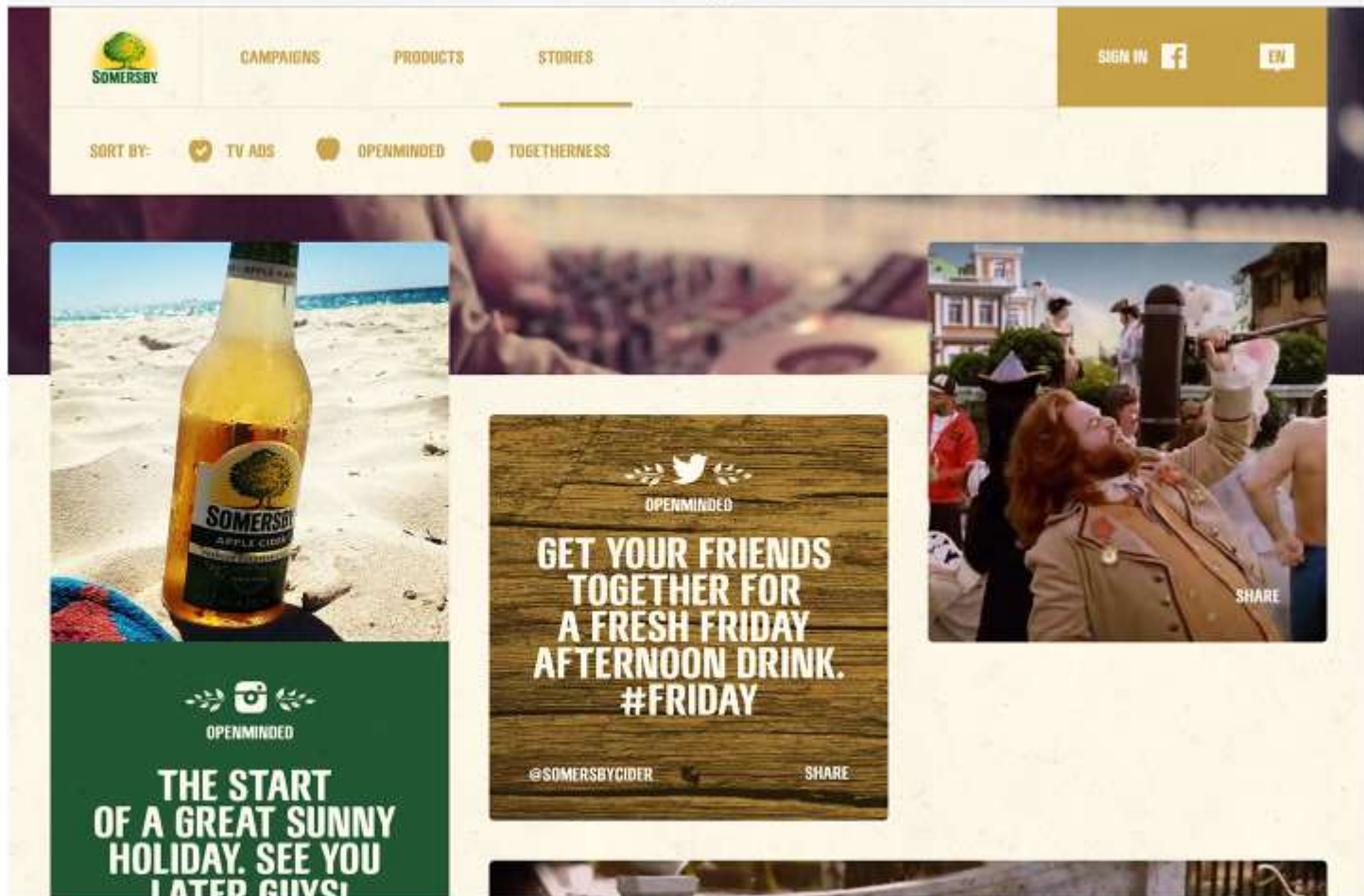
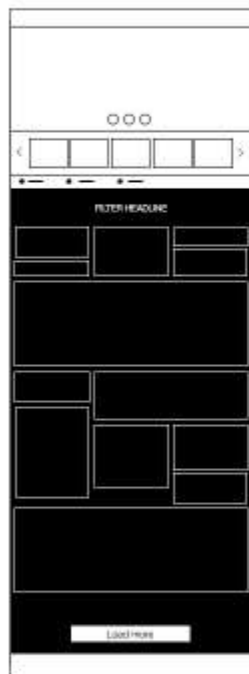
Grimbergen

Flow section



Somersby

Flow section





SAVOUR
LEGENDARY
REFRESHMENT



BLANCHE

BLANCHE

A top-fermented beer, the Grimbergen Blanche boasts a lovely golden-yellow robe, with ochre glints. It is round and harmonious in the mouth. Slightly fruity, it offers the perfect balance between sweet and bitter tastes, and just the right amount of fizz. It's subtle flavors of spices are uniquely Grimbergen Abbey.

LEARN MORE



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STORIES

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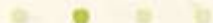
THE TASTE OF PEAR.

Somersby Apple is a refreshing cider made from fermented apple juice and natural apple flavouring. No artificial sweeteners, flavours or colourings. Its uniquely juicy apple taste makes it a tasty and natural choice for the relaxed moments with your friends.



LORD SOMERSBY SAYS:

I WAS MORE KIND OF
A APPLE GUY UNTILL
I MET PEAR



BRANDS

SHOWCASE

TUBORG

THE FLOW

PRODUCTS

FESTIVALS

MUSIC

PARTY

NEVER MISS OUT

ALWAYS SAY

Yes



SCROLL DOWN

THE LEGEND OF THE PHOENIX

EXPLORE THE HISTORY





SOMERSBY

CAMPAIGNS

PRODUCTS

STORIES

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EN

**REFRESHINGLY
CRISP TASTE.**



**STAY
OPEN-MINDED**

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