

Home of Carlsberg launches new digital universe: Explore the new website and plan your visit now

On the 1st of December 2023, Home of Carlsberg will open its doors to a new cultural site and an exhibition where the story of Carlsberg unfolds in the past, present, and future. With the launch of the new digital universe, planning your visit and securing a spot for an unforgettable experience at Home of Carlsberg is now possible.

Book tickets, beer tastings, and historical tours

On Home of Carlsberg's new website, you can quickly and conveniently book your tickets, choose the time of your visit, and plan your trip to the world-famous brewery.

In addition to booking a visit to the new 3000 m² interactive exhibition, it is possible to book authentic beer tastings in the old Carlsberg cellars or historical tours of the site, where Home of Carlsberg's guides unfold Carlsberg's captivating past and the founders' untold stories.

Dynamic prices and digital memories

The ticket prices are dynamic to give the guests at the exhibition the best possible experience. This means that the ticket price on the website may vary depending on the season and day the guest wishes to visit Home of Carlsberg. The dynamic prices will, among other things, help spread the guest flow throughout the week so that all guests get a pleasant experience, with room and time to immerse themselves in the exhibition's interactive elements.

When purchasing a ticket to Home of Carlsberg, a wristband with an RFID tag will be provided, which allows the guest to save their digital memories from the exhibition.

Tine Kastrup-Misir, CEO of Home of Carlsberg, shares: *"We have created an exhibition that unfolds the stories in digital layers with different interactive experiences for our guests. The ambition is that guests participate actively in the exhibition and become part of it through their experiences. Their digital memories can be saved by scanning the RFID tag on the wristband and downloaded when they get home. Without revealing too much, the interactive part will be a mix of something that puts a smile on your face, speaks to the creative side, and allows our guests to brew their own virtual beer."*

The ticket also includes a 40 cl Carlsberg beer or a water/soft drink, redeemed by scanning the wristband at the exhibition's last stop, The Carlsberg Bar.

During opening hours, there will be free admission to visit the historic courtyard, the draught horses in the stable, the sculpture garden, the Carlsberg Bar, and the Carlsberg Brand Store. In addition, the visit can be extended with lunch and dinner at Madklubben Home of Carlsberg.

Digital tour through Home of Carlsberg's captivating stories and experiences

The new website invites visitors to a sneak peek at everything that can be experienced at Home of Carlsberg. With topics such as groundbreaking scientific discoveries, majestic draught horses, an exhibition of more than 22,000 unopened bottles, a compelling family feud and, of course, the journey towards the probably best beer in the world, a wealth of stories can be experienced when Home of Carlsberg opens its doors.

Home of Carlsberg looks forward to welcoming everyone, sharing the burning passion for beer, culture, and history, and allowing all visitors to enjoy the well-known beer classics and explore some of Carlsberg's experimental beers.

Practical information:

Home of Carlsberg opens on the 1st of December 2023. Visit Home of Carlsberg's new website at www.homeofcarlsberg.com and get a sneak peek of what awaits you.

Address: Gamle Carlsberg Vej 11, 1799 Copenhagen V.

Prices for the exhibition in the winter season:

Adult (+18 years): DKK 160-190.

Young people (6-17 years): DKK 90-120.

Children (0-5 years): Free

Opening hours: Home of Carlsberg is open every day of the week from 10:00-18:00 during the winter season.

Tickets for the exhibition can be booked up to three months before a visit and up to the desired day of the visit. Home of Carlsberg is closed on the 24th, 25th, and 26th of December and the 1st of January.

Press material

Press material in the form of pictures, logo, and video is available on Home of Carlsberg's [press site](#).

For further information, please contact:

Mette Bek Hurup, PR and Communication Manager at Home of Carlsberg

Mail: Mette.Bek.Hurup@carlsberg.com

Tel.: 4179 0049