

Opening weekend: Home of Carlsberg opens on the 1st of December and welcomes guests home to Carlsberg

After extensive modernisation, the time has finally come for Home of Carlsberg to open the doors to a new cultural and historical experience in Copenhagen. Friday the 1st of December 2023, at 10:00, Home of Carlsberg opens the doors, and guests from near and far are welcomed home to Carlsberg. Come and experience the old brewery brought to life in the historic setting, where culture meets research and where freshly brewed beer meets delicious dishes at the newly opened restaurant Madklubben Home of Carlsberg.

A weekend full of experiences

Home of Carlsberg's opening is marked with an opening weekend, where guests can look forward to a programme that offers something appealing for every age and taste. Friday at 10:00 Home of Carlsberg is inaugurated when the ribbon is cut by the Mayor of Culture and Leisure of the Municipality of Copenhagen, Mia Nyegaard. Afterwards, the day and the weekend will offer pop-up beer tastings, competitions in the Carlsberg Brand Store, our Stable Master giving an insight into the tradition of having draught horses at Carlsberg, and much more.

The reopening is also celebrated with a Christmas feeling in the old brewer courtyard, where guests can enjoy mulled beer from Madklubben Home of Carlsberg, roasted marshmallows over a fire, and get the Christmas fun going by tying a Christmas decoration of hay. A new tradition starts Friday at 16:00 when the lights are turned on at the beautiful Christmas tree in the courtyard, and the Christmas season is welcomed.

We are also celebrating a special occasion, which is the welcome and baptism of our new mare in the stable, on Saturday, the 2nd of December, at 15:00.

Tine Kastrup-Misir, Director of Home of Carlsberg, says:

"It is with great joy that we open the doors and welcome guests home to Carlsberg. Home of Carlsberg is a living cultural heritage, and we look forward to sharing this heritage with neighbours, Copenhageners, tourists, cultural enthusiasts, beer enthusiasts and everyone in between."

A modernisation with the guest in focus

The overall guest experience has been the major focus throughout the modernisation, and every detail has been rethought to provide an experience in a class of its own. The many new digital solutions in the 3000m² exhibition help to create a better guest flow and a better overall experience for the guests.

The new exhibition unfolds through Carlsberg's past, present, and future with an insight into the beer's basic ingredients and compelling storytelling about family feuds and scientific breakthroughs. It is an exhibition that gives an exciting insight into the genesis of modern beer brewing and a unique bottle collection of more than 22,000 unopened bottles from all over the world. Home of Carlsberg has created a guest experience and an exhibition in an international league, which takes the guests on a journey through both Carlsberg's history and the story of a visionary brewing family and the mark they have left on Danish cultural and business history.

About Home of Carlsberg

Home of Carlsberg, formerly Visit Carlsberg, opened to the public in 1982. Since opening, the area has housed J.C. Jacobsen's first brewery at Valby Bakke – the old brewery at Gamle Carlsberg Vej II, 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.

Press

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

If you, as a journalist, want to visit Home of Carlsberg during the opening weekend or after, you are welcome to contact Home of Carlsberg's press contacts:

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