

## **Home of Carlsberg expands permanent exhibition with a focus on the brewery workers and Carlsberg's long-standing partnerships in football**

Five months after the opening of Home of Carlsberg, the new attraction in Copenhagen is ready with new additions to the permanent exhibition. The latest additions highlight several essential topics in Carlsberg's history – a historical look at the brewery workers and Carlsberg's long-standing partnerships in football, including the partnership with Premier League club Liverpool FC.

### **The brewery workers' stories are an essential part of the brewery's history**

With the help of Carlsberg archivist Linda Petersen, the exhibition team at Home of Carlsberg has dug deep into Carlsberg's archives, which contain a treasure trove of unique stories, pictures and artefacts about the brewery workers. This has resulted in a new addition to the exhibition, giving guests a historical insight into the life at the Carlsberg Breweries from 1847 until today. Home of Carlsberg's Director, Tine Kastrup-Misir, explains:

*"In addition to conveying the story of the Jacobsen family, it has been an important priority for us to convey the workers' stories. Without them, there would be no Carlsberg."*

In the expansion, there has also been room to tell the story of the well-known Danish artist Thorvald Bindesbøll, who created Carlsberg's iconic logo. In 1904, Carlsberg became a supplier to the Royal Danish Court, and on that occasion, the brewery launched a new type of bottled lager with a label designed by Bindesbøll. The label received an award in 2007 from the Danish Design Centre for its classic design. Despite minor adjustments over the years, Carlsberg's labels still have Bindesbøll's distinctive crown and hop leaf features.

### **Carlsberg celebrates partnerships and the culture around football**

Carlsberg's many collaborations within sports, especially football, are a central part of Carlsberg's history and the passionate football culture around the world. Therefore, it has been part of the plan to expand the exhibition with an area dedicated to football. Tine Kastrup-Misir adds:

*"Carlsberg and football are inextricably linked. We have sponsored various football teams for many years, including F.C. Copenhagen, the Danish men's national team and Liverpool FC. The partnership with Liverpool FC dates to 1992 and is the longest in Premier League history. This is exactly what we want to celebrate in the new addition to the exhibition. No matter which team you're rooting for, there's a good experience in store."*

In the new addition about football and the partnership with Liverpool FC, guests can experience an interview with Liverpool FC player Vladimir Šmicer about the legendary Champions League final in 2005, where Liverpool FC became champions by winning the nerve-wracking penalty shoot-out. Guests can also see objects on loan from the Liverpool FC Museum and have a picture taken with a Liverpool FC player in front of an 'AR Hero Mirror'.

The new additions to the exhibition will be marked with several different activities and events during the summer. Home of Carlsberg will, among other things, be part of the official program for the Golden Days festival in September, which this year carries the theme *At Work*.

### **About Home of Carlsberg**

Home of Carlsberg is located in J.C. Jacobsen's brewery from 1847 on Valby Bakke, which, with its historic and well-preserved buildings, provides a unique setting for the historical narrative. Home of Carlsberg offers an exhibition about Carlsberg's history and the science behind beer, guided tours and beer tastings, and a Brand Store, bar and Madklubben restaurant. The area is open to everyone, and tickets and experiences can be booked on [Home of Carlsberg's website](https://www.homeofcarlsberg.com).