

Carlsberg opens new cultural attraction: Experience an interactive exhibition that unfolds the Carlsberg story in the past, present, and future.

Since 2018, one of Copenhagen's most popular tourist attractions, Visit Carlsberg, has been closed and undergone extensive modernisation. On 1 December 2023, Visit Carlsberg will reopen as Home of Carlsberg. Opening its doors to a new and more extensive exhibition and an iconic historical area for locals and tourists who thirst to see, hear, and taste the story of J.C. Jacobsen and his family. Or, who wants to enjoy a cold, freshly brewed beer in the old brewery courtyard.

Beer has been brewed at the top of Valby Bakke in Copenhagen since 1847. Here, J.C. and Carl Jacobsen refined everything Carlsberg continues to brew with today. Here, passion and science came together for the first time, to follow the ever-burning desire in the search for perfection – Semper Ardens. In December, Carlsberg will open the doors to Home of Carlsberg, which includes an exhibition expanded from 1000 to 3000 m², a historic and protected area with a new restaurant and bar, the opportunity to experience the horse stable with the majestic brewing horses, a bottle collection that will amaze, architectural buildings, beer tastings, as well as guided tours in the old cellars, where some of the best-kept secrets and stories will be revealed.

Home of Carlsberg invites guests to explore

"We are incredibly pleased that we are finally ready to open the doors to Home of Carlsberg. We have created an area and an exhibition in a class of its own, which tells a piece of unique Danish history – in a new way. It is a place that embraces history lovers, beer enthusiasts, architecture fans, and everyone in between. We look forward to bringing locals and tourists together in close connection to the history, but also with good food experiences, culture, music, and of course the taste of probably the best beer in the world," says Tine Kastrup-Misir, who took over as the new Director of Home of Carlsberg 1 April 2023.

The new exhibition unfolds through digital layers, insight into the essential ingredients of beer and engaging storytelling about family feuds, scientific breakthroughs and much more. It is an exhibition that provides a rare and exciting insight into the first steps of modern beer brewing and Carlsberg's work within science, art, and civil society through the rest of the Carlsberg family. In addition, guests can also look forward to exploring an area that welcomes everyone home to Carlsberg's beginning. The ambition is to create an inspiring and innovative place where you can awaken your senses and explore the story and experience the world's third-largest brewery and the wide-ranging Carlsberg family.

About Home of Carlsberg

Home of Carlsberg was first opened to the public in 1982. Since its opening, the area has been housed in J.C. Jacobsen's first brewery on Valby Bakke in Copenhagen – the old brewery courtyard at Gamle Carlsberg Vej 11. A unique setting for the historical narrative with its historic and well-preserved buildings. The Carlsberg family comprises Carlsberg Breweries A/S, three foundations, two museums, and a research laboratory.

Welcome to Home of Carlsberg. We promise that the taste of beer will become the taste of much more.

Press material

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

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