

Mikkeller and Carlsberg announce distribution partnership

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Mikkeller and Carlsberg announced that they have entered into a distribution partnership to increase the availability of Mikkeller's beer in Denmark. This means that the sophisticated and innovative high-quality beer will reach a much wider audience than it has so far. About this partnership agreement, Carlsberg will acquire 20 per cent of Mikkeller, while Founder and CEO Mikkel Bjergs, will maintain the controlling interest and continue in his role as CEO.

The partnership will not affect the everyday goings on at Mikkeller, where Mikkel Bjergs, will continue as CEO. Mikkeller aims to continue its success with its bars and restaurants as well as improve the customer experience and strengthen the brand further. The company will continue to develop dozens of new and innovative beers every year and remains an independent craft brewer globally.

“With this partnership, we are taking a quantum leap on the distribution front. This means that we will be able to reach many more beer enthusiasts across the country. This will give Mikkeller's team an even better foundation for focusing on developing new and exciting products, and alongside this creating the experiences that distinguish Mikkeller, through collaborations, events, beer festivals, restaurants and bars, while focusing on entering new and existing global markets.” says Mikkel Bjergs.