

Carlsberg unveils first Danish beer made with regenerative barley

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Carlsberg's new beer, Grobund, is made with 100 per cent regeneratively grown barley malt. It is the first of its kind in Denmark, and eventually, all Carlsberg beer will be brewed from regeneratively grown grain. By next year, Carlsberg Denmark will be brewing 100 million litres of beer with regeneratively grown malted barley, as Carlsberg has just signed a new contract with the maltsters Fuglsang and Viking Malt for the 2025 harvest.

Not everyone can explain what regenerative agriculture means. But it will be a relevant topic of conversation at this year's Danish political festival, Folkemødet. Here, Carlsberg will launch its first beer brewed from 100 per cent regeneratively grown barley malt.

The name will be Grobund, and it marks the start of a new and large-scale initiative by the brewery, which aims to brew all its beer with barley from regenerative fields.

Grobund will be the symbol of a much larger movement for Carlsberg. We are already testing the barley malt in the regular Carlsberg pilsner. The goal is that by 2040, we will brew exclusively with regenerative grain across the entire Carlsberg group," says Peter Haahr Nielsen, Managing Director at Carlsberg Denmark.

Regenerative agriculture is an emerging topic around the world, but there are currently no rules or a common definition of what it covers. Carlsberg has, therefore, defined what it considers to be regenerative agricultural methods in its strategy, including requirements for crop rotation, plant cover, and minimal tillage. This definition has been developed in collaboration with several international consulting firms and Agrobi in Denmark.