

## Carlsberg unveils World's smallest non-alcoholic beer

03 November 2025 | News

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Carlsberg, a global pioneer in brewing innovation for over 150 years, has unveiled its most miniature creation yet the world's smallest non-alcoholic beer, measuring just 12 millimetres in height and containing 0.005 centilitre of beer.

Developed in collaboration with Sweden's RISE Research Institutes, Glaskomponent, and renowned miniature artist Åsa Strand, the tiny bottle symbolises moderation and responsible drinking. Despite its size, comparable to a grain of rice the bottle features a detailed Carlsberg label and sealed cap, filled with a specially brewed non-alcoholic beer from Carlsberg's experimental brewery in Falkenberg, Sweden.

"To promote responsible drinking, we present our most moderate idea ever," said Casper Danielsson, Head of Communications at Carlsberg Sweden. "The world's smallest beer holds just one-twentieth of a millilitre, but the message is much bigger. We want to remind people of the importance of drinking responsibly."

The creation required cutting-edge precision engineering and craftsmanship. RISE developed the tools to fill the miniature bottles using fibre-optic precision capillaries, while Glaskomponent produced the custom glass bottles. Miniature artist Åsa Strand applied the intricate cap, label, and colouring by hand.

"Crafting and applying the colour, cap and label for a bottle just twelve millimetres tall has been incredibly challenging and great fun," said Åsa Strand. "There was no established way of doing this, but with precision, patience, and creativity, we managed to make it work."

Carlsberg's tiny beer also comes with a creative twist: the company is challenging students to create an even smaller beer, combining art, science, and social responsibility.

Through this playful yet powerful initiative, Carlsberg underscores its long-standing commitment to innovation with purpose, inspiring consumers to embrace moderation and mindfulness in every sip, no matter how small.