

Carlsberg Hong Kong launches No & Low-Alcohol and Beyond Beer series

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Carlsberg Hong Kong is championing moderation and mindful drinking with the launch of its extended No & Low-Alcohol Range and Beyond Beer product collection to ring in the New Year. Available from January 2026, the perfectly timed launch coincides with the season of gathering and the upcoming Dry January. The collection offers a refreshing, flavourful alternative for those looking to drink more consciously without compromising on taste or experience.

At the heart of this collection is Carlsberg 0.0, the flagship product that sets the standard for mindful drinking. With No Alcohol, No Sugar, and Low Calories, Carlsberg 0.0 delivers all the taste without the compromise – perfect for those who want to celebrate responsibly while maintaining a balanced lifestyle. True to its tagline, "Alcohol Free; Not Flavour Free," Carlsberg No & Low-Alcohol Range, together with its Beyond Beer collection, proves that great beer experiences don't need alcohol to shine.

Driven by increasing consumer demand for healthier and more inclusive drinking options, especially among younger generations, Carlsberg Hong Kong's latest beverage series embraces the shift toward moderation. Whether it's over a festive meal, after a workout, or out with friends, the No & Low-Alcohol Range and Beyond Beer products are designed to support all types of occasions.

The lineup features new additions to Carlsberg's expanding No & Low-Alcohol product portfolio, including:

Poretti Zero, recognised as the winner of Italy's "Elected Product of the Year 2025" in the Non-Alcoholic Beer Category, is known for its delicate and velvety body crafted from four varieties of hops.

Erdinger Alkoholfrei is a full-bodied alcohol-free beer (ABV <0.5 per cent) filled with notes of spicy malt, caramel sweetness and a touch of fruity acidity.