

Damm will produce and distribute the Danish brand Carlsberg in mainland Spain and the Balearic Islands

- The brewery has reached an agreement with the Carlsberg Group which will give it exclusive manufacturing, marketing, sales and distribution rights to the Carlsberg brand
- From the 1st of July, Damm will distribute Carlsberg beer through the hospitality industry and food and drink retail channels



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Barcelona, 17th of June, 2020 – Damm, Spain's second largest beer and beverages group with key presence in food solutions ([Ebro Foods](#)) and casual dining ([Rodilla](#)), has reached a partnership agreement with the **Carlsberg Group** to distribute Carlsberg throughout mainland Spain and the Balearic Islands via the hospitality industry and food and drink retail channels. From the 1st of July this year, Damm will have the exclusive right to market and distribute the famous international Danish beer brand, which was founded in 1847.

The Carlsberg Group, one of the largest brewing groups in the world, has chosen a partnership with Damm for the distribution of its beers in mainland Spain and the Balearic Islands to increase the nationwide presence of the Carlsberg brand. This first agreement, initially for 7 years and with a possible extension of another 5 years, lays the foundations for a long-term alliance through which both companies will work to consolidate the Carlsberg Group's growth in Spain.

Damm will distribute the Danish beer in 30-litre returnable kegs, 33cl cans, 33cl non-returnable bottles and 6-packs of 25cl non-returnable bottles. To give Carlsberg a boost in both the hospitality industry and the food and drink retail channels, Damm will activate a plan to increase brand awareness in the country, which will include marketing and advertising and direct promotional actions at the point of sale.

Damm will start producing Carlsberg beer at its El Prat de Llobregat brewery in Barcelona from January 2021.



Jorge Villavecchia, General Manager of Damm, values the incorporation of Carlsberg into the company's product portfolio: "Damm's alliance with a world-leading company like the Carlsberg Group is excellent news for our distributors and customers. Carlsberg is one of the most in-demand international beers in our country and, thanks to our extensive distribution network and our knowledge of the market, we are confident that we will further strengthen its visibility and brand awareness."

Joris Huijsmans, Carlsberg Group Managing Director Export and License, stated "The Carlsberg Group is pleased to be announcing the partnership with Damm in Spain as of July 2020. Spain is an important market and the Carlsberg portfolio of full-flavoured beers and the company's strong heritage of always pursuing perfection is a perfect fit. We look forward to continued success and further growth with the Carlsberg brand through this important partnership."

About Damm

Damm currently operates in more than 120 countries. The company was founded in 1876 by Alsatian master brewer August Kuentzmann Damm. Today it is a leader in the food and drink sector and participates in logistics and distribution. It has 16 facilities in the Iberian Peninsula, where it produces and packages more than 19 million hectolitres of beer, water, soft drinks, milk and milkshakes. In 2019, the group's turnover was over 1,300 million euros and the total workforce stood at almost 5,000 people at the end of the year.

Further information: <https://www.dammcorporate.com/en>

About the Carlsberg Group

The Carlsberg Group was established in 1847 by brewer J.C. Jacobsen - a true renaissance man. A believer in quality, research and serving the community, he shared his knowledge with fellow brewers. Today, the Carlsberg Group is one of the world's leading brewing groups, powered by more than 140 brands, which span core beer brands including Carlsberg and Tuborg and strong local power brands, such as Ringnes in Norway, Lvivske in Ukraine and Wusu in China, as well as authentic craft, speciality and alcohol-free brews. The Carlsberg Group's largest craft and speciality brands are the sophisticated French 1664 Blanc and the Belgium abbey beer Grimbergen.

In 2017, the Carlsberg Group launched a very ambitious sustainability programme, Together Towards ZERO, which includes targets to eliminate carbon emissions at its breweries by 2030 and to use 100% renewable electricity by 2022. Together Towards ZERO calls for strong action in the face of complex sustainability challenges such as climate change, access to water resources and public health concerns.

Further information: www.carlsberg.com