

CARLSBERG
EXPORT
OFFER

2025

Zatecký



ŽATECKÝ is a beer brewed under the supervision of Žatecký pivovar and the recipe was created by Tomas Lejsek from Žatec Brewery.

ŽATEC: WHERE THE BEST HOP COMES FROM



Žatec is a small town in the Czech Republic, famous for growing one of the **best hops in the world**.

Žateckí chmiel (Saaz), has been growing there for over 650 years in an area of only 40 square kilometers.

It is what gives the beer a specific, **unique character**.



Žatecký

PORTFOLIO



Pilsner 5,0% alc.
(all malt)



Non-alcoholic 0,0% alc.
(all malt)



Černý 3,8% alc.



ZATECKÝ LAGER IN EXPORT CAN & BOTTLE



24 0.5l cans
packed on a tray
6 x 4pack



0.5l bottle
20 bottles packed
in a cardboard box

Languages: EN, FR





#1 brand in Provenance in Poland

(Source: Internal data, YTD Jun 2025)

Growing volume shares in both alcoholic and non-alcoholic beer segments

(Source: Internal data, YTD Jun 2025)

Brewed with unique **žatecký aromatic hop**, cultivated in Czech Žatec area for over 650 years and highly valued for the balanced flavour it adds to the beer.





ŽATECKÝ 0,0%



HOPPY FLAVOUR

ZATECKY 0% OFFERS A RICH, **HOPPY TASTE**, BREWED WITH RENOWNED CZECH HOPS.

MAKRO TREND: HEALTHIER LIFESTYLE

GLOBALLY, **24%** OF CONSUMERS AGED 18 TO 44 ARE ACTIVELY TRYING TO **REDUCE THEIR CONSUMPTION OF ALCOHOL**

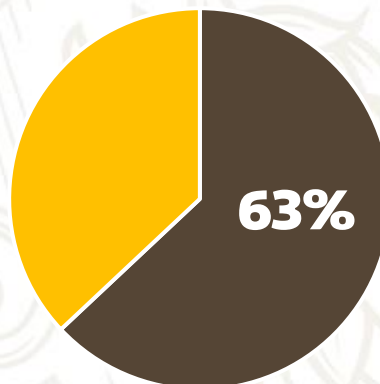
OPPORTUNITY TO GROW

ALCOHOL FREE BEERS IS THE FASTEST GROWING SEGMENT
The share of non-alcoholic beer:

- ❖ Poland: **6,5%**
- ❖ Germany: around **10%**
- ❖ Spain: **13%**

Zatecký
černý
3,8%

ŽATECKÝ ČERNÝ 3,8%



GREAT TASTE

63% -> CONVERSION FROM
TRIAL TO REPURCHASE WHAT
MEANS TASTE MEETS
CONSUMERS NEEDS
(CONSUMER RESEARCH)

LOWER ALKOHOL LEVEL
THE HIGHEST PORTFOLIO
REACH WITH 3,8% ALKOHOL
LEVEL (CONSUMER
RESEARCH)

LIGHT BEER BUT FULL OF TASTE

THE RICHNESS OF THE TASTE OF 4 MALTS:

- ❖ PILSNER
- ❖ MUNICH
- ❖ CARAMEL
- ❖ ROASTED

WHICH IT OWES ITS SWEET, HOPPY,
DELICATE BITTERNESS



KASZTELAN
DUMA BROWARU SIERPC



The name „**Kasztelan**” comes from historical function of landlords and administrators of castles and estates - Castellans.



Kasztelan Jasne Pełne 5,6% is a beer with a perfectly clear, deep golden color, topped with a white foam cap.

Kasztelan Unpasteurized 4,6% is a beer known for its light and mild flavor, making it a perfect choice for warm summer days in nature.



Kasztelan – a brand with a strong position and increasing market share in the beer industry.



Market share has been steadily **increasing** since 2020: +0.9 percentage points / +0.1 percentage points year on year.



Kasztelan in the Top 10 Brands on the Market:

- ❖ **10th place in volume**
- ❖ **10th place in value.**



No. 2 in selling brand at Carlsberg Polska.



Consistent, year-round, nationwide 360 communication
- TV, VOD, digital, social media, OOH.



Strong and stable brand image communication:
Kasztelan as a carrier of Polish traditions that fosters the building of social relationships.



PACKAGING



New Kasztelan sub-brand



Kasztelan Miodowe is a new addition to the Kasztelan range, offering a subtle hint of natural polish honey for a smooth, slightly sweet twist on the classic lager.

It has a golden-amber color with a delicate white foam. The honey aroma blends with malt notes for a smooth, refreshing taste.

SPECIAL EXPORT OFFER



**KASZTELAN
UNPASTEURIZED IN
A CAN (4pack)**

**EXTENDED SHELF
LIFE: 9 MONTHS!**

ENGLISH LABEL



HARNAŠ
JASNE PĚLNE

HARNAŠ





ONE OF THE STRONGEST BRAND ON THE POLISH BEER MARKET

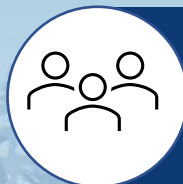
5,8%



No. 1 in Carlsberg Poland's
sales volume



No. 4 in total Poland sales
volume



Very high brand aided
awareness on the Polish
market



Ongoing, nationwide
communication – TV, digital,
social media, OOH, POSM

34%

VOL OF TTL CARLSBERG
POLAND'S PORTFOLIO

7%

VOL MS IN TOTAL
BEER MARKET

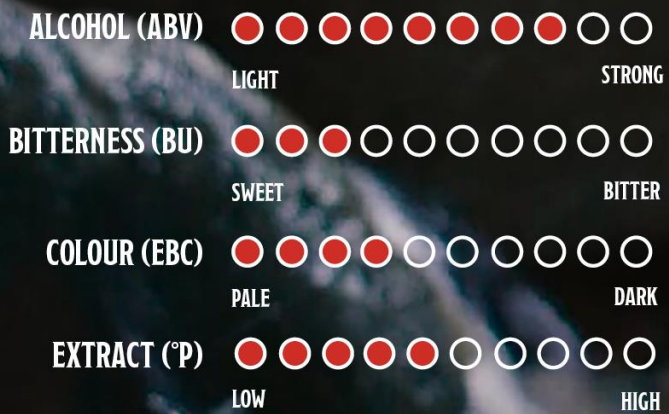
72%

AIDED AWARENESS

FULL YEAR COMMUNICATION

BREW PROFILE

A detailed profile of the product experience



SIGNATURE GLASSWARE
for events and commercials

PERFECT POUR



FROZEN GLASS



BARREL POUR



HARNAŚ

PACKAGING



0,5L BOTTLE



0,5 CAN 4PACK



piast

WROCLAWSKI

Przełom



PIAST WROCLAWSKI 5,5%



#1 LEADER

IN WROCLAW AND THE SURROUNDING AREAS

15,01% VOLUME SHARES (YTD'07.24)

PIAST WROCLAWSKI IS A GOLDEN BEER WITH A MILD TASTE AND A RICH HOP AROMA. IT HAS BEEN ASSOCIATED WITH THE WROCLAW REGION (LOWER SILESIA) FOR YEARS AND IS HIGHLY VALUED BY ITS INHABITANTS."



PACKAGING



BOTTLE 0,5L



CAN 0,5L



CAN 0,5L



BOSMAN

BRAND WORLD



BOSMAN

SZCZECIŃSKI

BOSMAN SZCZECIŃSKI 5,6%



STRONG POSITION OF BOSMAN IN NORTHWESTERN POLAND

15,61%

VOLUME SHARES
(YTD'07.24)

BOSMAN SZCZECIŃSKI

**IS A LAGER WITH A UNIQUE TASTE,
BREWED ALWAYS ACCORDING TO THE
TRADITIONAL RECIPE OF THE BOSMAN
BREWERY IN SZCZECIN.**

Źródło: na podstawie danych wewnętrznych Nielsen YTD'07.24, TT Zachodniopomorskie



PACKAGING



BOTTLE 0,5L



CAN 0,5L



KSIĄŻ

KSIĄŻĘCY SPECJAŁ



„Książ” beer is associated with the region of Lower Silesia, famous for its **beer brewing tradition**. We were inspired to create it by an original recipe found in the basement of the Książ Castle, which has reigned in the region since 1292. Today's taste of „Książ” beer is an expression of our brewers' appreciation for this rich history.

Książ Książęcy Specjał is a lager with high clarity. It has a **noble taste** and a **golden color**. It has quite a **strong bitterness**.



BTL 0,5l

CAN 0,5l 4pack



CAN 0,5l



CAN 0,5l 4pack



Książ
„Książęcy Specjał”

Książ
„Czarny Specjał”

Alcohol (ABV)

5,0%

9,0%

Bitterness (BU)

12

24

Color

**pasteurized
light beer**

**pasteurized
light beer**

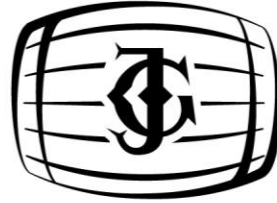
Extract (OE %)

9,5%

15,8%



18



45

OKOCIM

**BEERS
OFFER**

OKOCIM IS A WELL-KNOWN POLISH BRAND OF LARGE SCALE AND ESTEEMED TASTE.

ALMOST 180 YEARS
A BRAND WITH A LONG-STANDING TRADITION

**3rd BRAND IN THE
CARLSBERG PORTFOLIO**
IN VOLUME*

**MULTIPLE AWARD-WINNING
TASTE****



OKOCIM

OUR BEERS ARE BEING
REWARDED BOTH BY
CONSUMERS & BEER INDUSTRY



*Nielsen, YTD 07 2024, Sales volume, ** Based on the awards from the Chmielaki consumer competition in 2022 and 2023, as well as other competitions.

OKOCIM JASNE OKOCIMSKIE



OKOCIM JASNE OKOCIMSKIE 5,0% ALL MALT LAGER



For brewing **Okocim Jasne Okocimskie** beer, only three ingredients were used:

- ❖ water,
- ❖ barley malt
- ❖ hops

to achieve a beer with a perfectly balanced taste and aroma. It is a classic lager with a golden color.

OKOCIM JASNE OKOCIMSKIE – AVAILABLE PACK FORMATS

BOTTLE 0,5L



CAN 0,5L



CAN 4PACK (4X0,5L)



OKOCIM 0,0% BEER



OKOCIM 0,0% BEER– AVAILABLE PACK FORMATS

BOTTLE 0,5L



CAN 0,5L



CAN 4PACK (4X0,5L)



OKOCIM MOCNE DUBELTOWE



OKOCIM MOCNE DUBELTOWE 6,5%

AVAILABLE PACK FORMATS

BOTTLE 0,5L



CAN 0,5L



CAN 4PACK (4X0,5L)



OKOCIM MOCNE DUBELTOWE 6,5%

AVAILABLE PACK FORMATS

CAN 0,5L



Available also in a
dedicated export single
can with 12 months of
shelf life

Languages:
EN, FR, NL, DE, ES, IT

OKOCIM CLASSIC WHEAT 5,0%



Okocim celebrates **180 years** of brewing excellence.

Okocim classic wheat is crafted using only the best ingredients: water, wheat and barley malt and hops.

OKOCIM brand scores **71% AIDED AWARENESS** among consumers.

Okocim Classic Wheat aligns with the growing global trend of **premiumization**.

Now also available in can!



Bronze medal in the South German-Style Hefeweizen category at The International Beer Cup 2024 in Japan



4 times awarded at the Good Beer competition in Poland, including two gold medals



The European Beer Star is a German beer competition, recognized as one of the most renowned in the world

Gold medal in South German-Style Hefeweizen Hell category in 2017

OKOCIM PORTER 9,6% 22BLG



Okocim celebrates 180 years of brewing excellence.

Unique composition of four types of malt: Pilsner, Munich, Caramel, Roasted

OKOCIM brand scores 71% AIDED AWARENESS among consumers

It has a velvety, noble taste rich in oak barrel, coffee and chocolate aromas.

Available in can in October 2025



Bronze Medal – Strong Porter category Korea International Beer Award (KIBA) in Seoul 2025



Gold medal in Baltic Porter category at the Good Beer competition in Poland in 2022



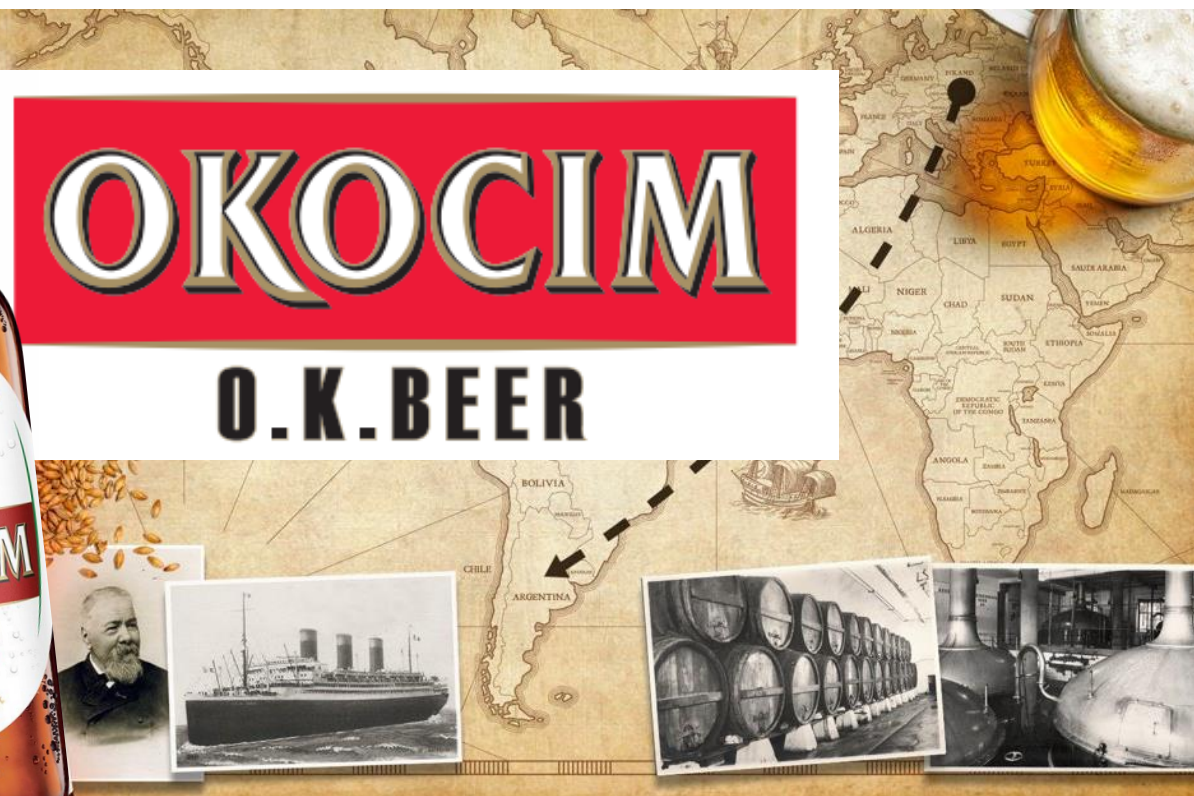
The European Beer Star is a German beer competition, recognized as one of the most renowned in the world

5 awards in Baltic-Style Porter and Strong Porter categories, including two gold medals, all of that in five years

OKOCIM O.K. BEER



OKOCIM O.K. BEER 5,6% REGIONAL HERO



50 years of history

It was a classic lager brewed for **export** with only small batches available to consumers at home.

Okocim O.K. is a well-known export product in many countries, including:

- ❖ **USA**
- ❖ **Bahrain**
- ❖ **United Arab Emirates**
- ❖ **Australia**
- ❖ **European Union**
- ❖ **United Kingdom.**

RANGE 0%



**POMEGRANATE &
RASPBERRY 0%**



LIME & MINT 0%



**MANGO &
PASSIONFRUIT 0%**



**SICILIAN
ORANGE 0%**



**DARK
CHERRY 0%**



RANGE 4,5%



RASPBERRY &
BLUEBERRY 4,5%



STRONG
ORANGE 4,5%



STRONG
CHERRY 4,5%



0,0

KARMI CLASSIC 0,0%

Classic taste full of PLEASURE



Perfectly balanced flavor – recipe based on **hops** and 4 types of **malt**: pilsner, munich, caramel and roasted



Combination of **subtle bitterness** with a **slight hint of sweetness**



Alcohol content **0,0%**



KARMI CLASSIC



Bottle 0,4l



Can 0,5l



Bottle 0,5l

KARMI ICED COFFEE 0,0%

Combination of beer ingredients & REAL COFFEE

0,0%

- ☕ Recipe based on **real coffee** (cold brew)
- ☕ A unique benefit – **with CAFFEINE**
(15 mg per 100 ml -> as much as in cup of ESPRESSO)
- ☕ Alcohol content **0,0%**

It's the only one
UNIQUE AND INNOVATIVE
product on the market which goes
beyond beer category





KARMI ICED COFFEE



Bottle 0,4l



Bottle 0,5l



KARMI CRANBERRY



Bottle 0,4l

Karmi Cranberry is a new product in our portfolio, standing out from other Karmi beers.

This is a non-alcoholic dark beer, combining beer notes with tart-sweet cranberry. It tastes best when properly chilled.