

NØRREBRO BRYGHUS LAUNCHES DENMARK'S FIRST CARBON NEUTRAL BEER

Nørrebro Bryghus has launched a new beer, Globe Ale, which is Denmark's first carbon neutral beer. The new beer comes in natural continuation of the brewery becoming – also as the first in Denmark – carbon neutral on its energy consumption as of 1 March, 2009.

ANDERS KISSMEYER, BREWERY DIRECTOR. E-MAIL: AK@NØRREBROBRYGHUS.DK



Nørrebro Bryghus has launched a new beer, Globe Ale, which is Denmark's first carbon neutral beer. The new beer comes in natural continuation of the brewery becoming – also as the first in Denmark

– carbon neutral on its energy consumption as of 1 March, 2009. With the new beer, Globe Ale, Nørrebro Bryghus provides its customers with the option to take on a joint responsibility for the environment through their actions – even such a relatively small, but still enjoyable one as drinking beer.

'We are convinced that there is a market for organic and carbon neutral beer. 70 per cent of the Danish population wish to reduce their carbon emissions. We have therefore chosen to launch the carbon neutral beer Globe Ale partly to emphasise our own initiatives with regard to the climate, but also to provide the consumers with an opportunity to make an active and responsible choice – also in their choice of beer,' says CEO Hans Henrik Gram.

Since 1 March, 2009, Nørrebro Bryghus, which, in addition to the combined brewery and restaurant in Ryesgade, Copenhagen, runs Baldersbrønne Bryggeri A/S in Baldersbrønne outside Copenhagen, has been carbon neutral on its collective energy

consumption of electricity, district heating and gas at both addresses.

'We would like to contribute to climate improvement and also inspire others to consider their choices,' says Brewery Director Anders Kissmeyer. 'We take pride in being innovative and, therefore, we are very proud of both being able to offer our guests and customers the best in beer gastronomy and specialty beer. With this initiative, we are now, as the first in Denmark, able to offer them the enjoyment of these treats with consideration of climate.'

In practical terms, Nørrebro Bryghus makes itself carbon neutral on its energy consumption by purchasing and destroying carbon quotas equivalent to the actual consumption of the brewery. Every time a carbon quota is destroyed it increases the demand on available carbon quotas and, consequently, the price of the remaining quotas will go up. When the price goes up on the carbon quotas, it becomes desirable for the utility companies to invest in eco-friendly energy.

In order to highlight that Nørrebro Bryghus has become carbon neutral, the brewery has launched Globe Ale – an organic, clear, pale, light and fruity ale (4.8% ABV) which complements lighter meals. Globe Ale has been on the market since 1 April