



NØRREBRO BRYGHUS LAUNCHES DENMARK'S FIRST CARBON NEUTRAL BEER —

In addition to purchasing and destroying carbon quotas, Nørrebro Bryghus takes it a step further: "It is a matter of making energy savings top of the agenda in all activities. We take our own 'medicine' and lead the way by reducing our energy consumption of water, heating, gas and electricity. And we are working on getting raw materials that cause a lesser load on the environment," concludes Anders Kissmeyer. ♪

The carbon neutral beer is offered at the brewery's restaurant in Ryesgade and is also available on draught and as bottled beer. Nørrebro Bryghus purchases carbon quotas equivalent to the carbon footprint caused by the production of Globe Ale – regardless of where it is enjoyed.

"We are convinced that it will also strengthen our business to practise social responsibility – including environmental consideration. Today, it is absolutely necessary for restaurants and breweries, as a part of their strategy, to include sustainable and environmental issues in day-to-day operations," says CEO Hans Henrik Gram.

In connection with the pro-environmental change, Nørrebro Bryghus has cooperated with the Danish Ministry of Climate and Energy's '1 Tonne Less' campaign, the Danish Electricity Saving Trust and the new environmentally friendly utility company, Modstrøm.

"At Modstrøm, we are excited to work with Nørrebro Bryghus. The more industries that make environmental considerations a natural part of their businesses the better. Purchasing and destroying carbon quotas in combination with energy savings are effective as a way to combat climate change," says CEO of Modstrøm Roar Seeger.