

## Carlsberg adds the Czech brand Zatec Beer to its portfolio

The Carlsberg Group has entered into an agreement to acquire 51% of Zatecky Pivovar in the Czech Republic. The brewery was established in 1801 and is located inside the castle walls of the city of Zatec, which is in the heart of the famous Zatec (Saaz) hops growing region. The brewery has a production capacity of 0.2m hl.

Premium Czech beer represents a growing segment across key markets in Europe, and following the acquisition Carlsberg will be able to roll out the brewery's main brand, Zatec, in selected markets across the Carlsberg Group. The Zatec Beer brand is brewed according to original Czech brewing traditions.

The brewery also produces the gluten-free beer brand Celia. Celia is a light lager, produced in a unique way, which preserves the typical taste of Czech lager and makes it possible for consumers who suffer from celiac disease to enjoy a beer.

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