

Carlsberg celebrates Barclays Premier League Partnership with 'Take Your Seats' film

Following a successful first year of Premier League sponsorship, Carlsberg launches '[Take Your Seats](#)', a film that celebrates iconic moments from the competition's opening weekends.

"Carlsberg's continued sponsorship of this league is a great asset for the Carlsberg brand and continues to cement its position as *the beer* of football," says Mike Thompson, Marketing Director, Carlsberg Group. "The film 'Take your seats' embodies the excitement every fan feels ahead of the upcoming season."

Lifetime Barclays Premier League moments

Through this film, great once-in-a-lifetime moments can be relived by football fans. The film shows last-minute goals and dream debuts, plus flashes of inspiration. Some examples are David Beckham's half-way line wonder goal and Gabby Agbonlahor's second-half hat-trick.

History of Carlsberg's football sponsorships

The Carlsberg brand has a long association with football and the partnership with the Barclays Premier League provides a unique platform with which to connect with consumers and football fans around the world and drive greater engagement with the Carlsberg brand.

Carlsberg's official three-year beer partner agreement with the Premier League began in the 2013/2014 season and is effective for the next two seasons. Carlsberg is also the official beer partner of Liverpool FC and many other Premier League clubs. The 2014/2015 season starts on August 16.

TV copy:

<https://www.youtube.com/watch?v=caMdiqKDEE>

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Notes to Editors:

About Carlsberg Group

The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and other beverage brands. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world and the Baltika, Carlsberg and Tuborg brands are among the eight biggest brands in Europe. More than 40,000 people work for the Carlsberg Group, and our products are sold in more than 150 markets. In 2013, the Carlsberg Group sold 120 million hectolitres of beer, which is about 36 billion bottles of beer.

Find out more at www.carlsberggroup.com