

# Carlsberg

## Bulgaria

*Carlsberg is a Danish company, one of the world's leading brewing companies, with a large portfolio of beer brands and other beverages. The company was founded in 1847 in Copenhagen by Jacob Jacobsen and was named after his elderly son Carl. The second part of the name consist of the factory location - at the foot of the highest hill in the vicinity ("Berge" Danish means "mountain"). Carlsberg is today No 4 in the world Beer sales and operates in more than 150 countries around the globe. It employs nearly 42 000 people - public employees brands "Carlsberg", "Baltika" and "Tuborg" are among the largest beer brands in Europe. In 2016 Carlsberg Group sold 117 million hectoliters of beer, which equals 35 billion beer bottles. Carlsberg history of Bulgaria started in 1882, when Shumen housed the Czech master brewer Franz Milsde and who together with local entrepreneur marketed the beginning of one of the oldest breweries in Bulgaria - Shumensko pivco. After 2002, the Shumen beer became part of the big family of world developed Danish concern Karlsberg. In September 2004, the two marks - Shumen and beer Pirin beer - pooled resources and joint under the name of Carlsberg Bulgaria. Today Carlsberg Bulgaria is one of the largest beer producers and the fastest growing beer company in Bulgaria. Karlsberg Bulgaria employs nearly 500 employees, including all employees of the breweries in Shumen and Blagoevgrad and also our logistics centers, office administration team of Sofia and sales force throughout the country. The portfolio of the company includes a variety of prime quality beers - Shumen and Pirin national No1 brand on the Bulgarian market for 2016 and the first half of 2017. The international brands of Carlsberg and Tuborg, the Czech Budweiser Budvar, the German wheat beer Erdinger and the Belgian kraft beer Grimbergen. Carlsberg Bulgaria offers to our markets Somersby cider in five varieties - apple, pear, blackberry, blueberry and nar. For more, please visit [www.carlsberggroup.com](http://www.carlsberggroup.com). For news from Carlsberg Group - [www.carlsberggroup.com](http://www.carlsberggroup.com), subscribe or follow us @ Carlsberg Group in Twitter.*