

Carlsberg goes All Red

In 2018, Liverpool Football Club made it to the Champions League finale. And lost. With a 25 year history together, Carlsberg wanted to do anything they could to help the Liverpool supporters regain their determination. To do so, we turned to Liverpool FC's rich history. Liverpool FC was the first football club to play in an All Red kit. A colour that now represents the very soul of the team.



Solution – All Red design

We went all in and created a beer that is red from outer to inner. The glass, the capsule, the labels, the tube – and the beer it self which is brewed authentically with a specially grown natural red barley variety. The iconic Carlsberg green was sacrificed in honor of the mighty reds.

Launch

On the night before a crucial Champions League final, we turned Carlsberg All Red. We sent the special limited edition beer and a personal message from Jurgen Klopp to influencers and Liverpool fans across the world.



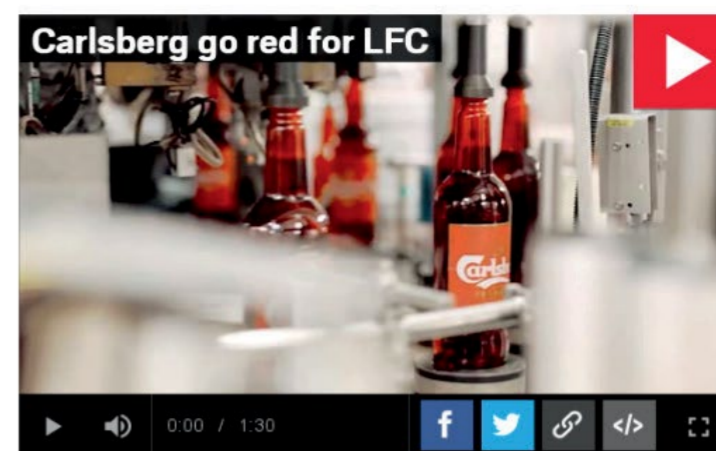


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Liverpool fans are going wild for Carlsberg's limited edition red beer

Faima Bakar Wednesday 8 May 2019 4:21 pm



Carlsberg might have recently admitted that they're probably not the best beer in the world, but Liverpool fans don't care.

Following their triumphant win at Anfield last night, football fans have gone wild for a limited edition all-red beer from Carlsberg.

Supporters of the Merseyside club were ecstatic after their historic win against Barcelona, sending them to the final of the Champions League.

The alcohol brand – who are sponsors of the football team – have created the colourful stuff to celebrate their partnership.

It's the first time a red drink has been created by the brand to celebrate its long-running sponsorship.

And fans can't wait to raise a glass of the stuff and say cheers to a good...

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BILL Shankly believed teams in red were winners. Could a red beer be a winner too?

By Michael Moran / Published 3rd May 2019

Liverpool: Carlsberg release red beer to celebrate partnership



Carlsberg have dropped their "probably the best beer on the world" slogan, and Liverpool will probably only be the second-best club side in England this year, but this is undoubtedly the absolute best football team/beer brand tie-in since records began.

To celebrate their long-running partnership with the Merseyside team, Carlsberg have developed a special red pilsner.

Sold on auctions

Carlsberg experienced an unprecedented 900% increase in visitors to their website and bottles even started selling on auction sites. Carlsberg successfully harnessed the power of globally connected fan network to spread the word about its special red beer and celebrate its sponsorship and commitment to Liverpool FC.

The fans' reaction

The fans went crazy for the beer, and the story spread across news sites and sports media worldwide. Owning a bottle of All Red beer became a badge of pride within the global community of Liverpool fans.



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Carlsberg Liverpool limited edition

- Leonie Condotel Residence
- Meetup · Carousell Protection
- New

Limited Edition Liverpool FC Carlsberg beer. Never packing. Good to keep as memorable LFC item. Thi in Singapore, as its a limited edition. Got it oversea:

4 months ago In Beverages

Buy safely with Carousell Protection
Receive your item as listed or get your money back.

Result

By changing Carlsberg's iconic green color to honor the Mighty Reds, we managed to capture not only headlines but also the attention and hearts of Liverpool fans worldwide.