



Press Release
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World sensation:

Harboe introduces climate-friendly beer to Danes

Today sees the introduction of an entirely new climate-friendly beer by Harboe at the world's biggest trade fair for the beverage and filling industries, namely Drinctec in Munich, Germany. 'Clim8 Beer' is based on ground-breaking technology jointly developed by Harboe and Novozymes which makes it possible to do away with an energy-intensive stage of the overall brewing process. This reduces CO2 emissions by 8% while simultaneously ensuring a top-quality product. Clim8 Beer is the world's first beer based on the new technology and will be on sale in Denmark from week 41.

In the not too distant future, Danes can look forward to enjoying a climate-friendly beer. Harboe is now introducing Clim8 Beer, which saves the environment more than 8 grams of CO2 per beer. Clim8 is the result of a new enzyme solution jointly developed by Novozymes and Harboe. The method makes it possible to do away with an energy-intensive stage of the overall brewing process – the so-called malting process. Beer production thus becomes more effective and not least more environment-friendly. Clim8 Beer is the first beer in the world to be based on the new technology.

Top-quality product

Managing Director at Harboe, Bernhard Giese, looks forward to introducing Clim8 Beer to Danish consumers:

"We want to live up to our corporate responsibility by playing our part in addressing current climate and environmental challenges. Clim8 Beer supports this philosophy and is the result of a close two-year collaboration with Novozymes to develop the new method that makes Clim8 Beer possible. All the tests we have carried out indicate that the beer is of an outstanding quality. So we are really looking forward to soon letting Danish consumers taste the new beer".

Today, Harboe will present the Clim8 Beer at the world's biggest trade fair for the beverage and filling industries, namely Drinctec in Munich. Danes can look forward to tasting the beer – which will be on sale in Coop shops - Kvickly, SuperBrugsen and DagliBrugsen – from week 41. For the time being, Clim8 Beer will be the only Harboe product to be produced using the new technology.

About the new method:

Traditional beer brewing is currently based on malt (sprouted and dried barley), which undergoes a process whereby the grain's own enzymes are activated with a view to converting the grain's starch into sugar. This is crucial to the subsequent brewing and fermenting process. The new enzyme solution has the same technical properties as the malt enzymes and can therefore be added directly to the pure barley to convert the starch into different types of sugars. The malting process is thus no longer necessary, and it then becomes possible to do away with an energy-intensive stage of the overall beer production process. This in turn reduces CO2 emissions by more than 8%.

For further information:

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