



# JACOBSEN VINTAGE 3 – THE WORLD'S MOST EXCLUSIVE BEER POINTS TOWARDS THE FUTURE

 BJARKE BUNDGAARD, CARLSBERG. E-MAIL: BJARKE.BUNDGAARD@CARLSBERG.DK

In March, Carlsberg launched Jacobsen Vintage 3 in Denmark. It is the third and final edition of the world's most exclusive beer trilogy – a trilogy that unifies first-class beer brewing with innovative art.

The Vintage project, which started in 2008, gave the brewmaster at Jacobsen Brewery free reign to make the ultimate beer, and like its two predecessors, Jacobsen Vintage 3 will challenge the most expensive wines. Jacobsen Vintage 3 seeks to offer a malt-based alternative to the best dessert wines in their best vintages, e.g. Sauternes, sweet wine based on the Muscat grape, Beaumes de Venise, Tokaji, Trockenbeerenauslese and Colheita Port Wine.

Under the leadership of Jacobsen Brewery's brewmaster, Morten Ibsen, six Carlsberg brewers from Norway, France, Great Britain and Denmark dedicated themselves to developing and brewing the final edition of Carlsberg's ambitious beer trilogy. Quality and dedication take time and require an uncompromising approach. The basic recipe for Vintage 3 was developed in Copenhagen; it was then further developed at Kronenbourg Innovation Centre in France.

## VINTAGE 3 – SOMETHING OF A WORLD SENSATION

Vintage 3 is a so-called Pale Barley Wine, and according to brewmaster Morten Ibsen, the taste experience is both full and nuanced. 'The beer has a golden, bubbly appearance. It gives a warm feeling on the palate and has a nearly "fat" fullness that reveals the beer's close kinship with sweet dessert wines. The beer has a wealth of deep oak, vanilla and nutty aromas from the barrel aging, combined with sweet fruits from the fermentation; it is a perfect choice for sweet desserts and

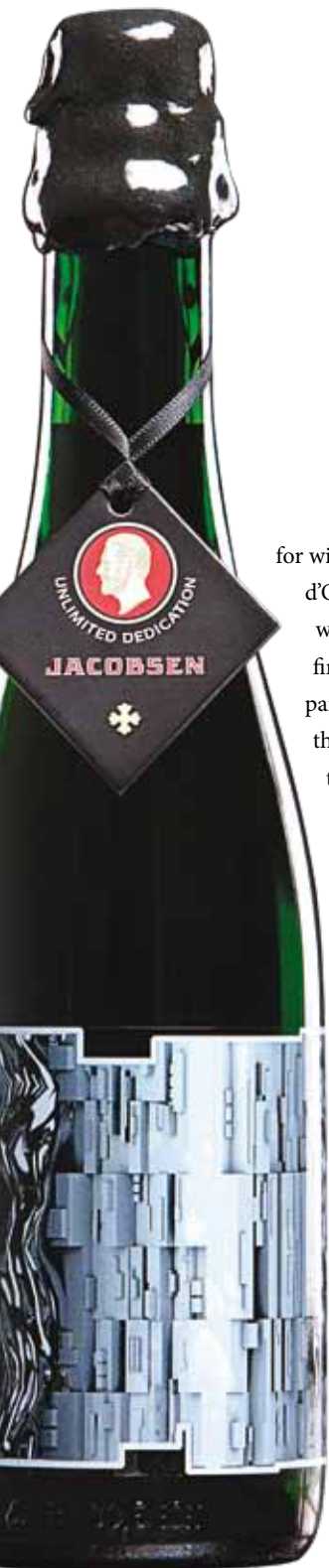
cheeses,' says brewmaster Morten Ibsen. And Vintage 3 is something of a world sensation in beer due to the fermentation process. Vintage 3's alcohol content is around 15 per cent, which is solely produced through natural fermentation and without added enzymes or surplus alcohol from the barrel, as is the case with other beers that have such a high alcohol content.

## BREWING AND AGING

Jacobsen Vintage 3 was brewed and fermented at Carlsberg Group Development in Strasbourg, France, as a part of a forward-looking, innovative project that took full advantage of the newly acquired expertise from Kronenbourg. Vintage 3 was produced using a highly complicated and innovative fermentation process that takes 76 days. This process resulted in the alcohol content of about 15% by volume, which is 3-4 per cent higher than what is normally considered the maximum possible in the world of beer.

The brew fermented for a week with a French bottom-fermenting yeast. Then, it was fermented for 33 days using a top-fermenting yeast and a dose of glucose. This was followed by storage in steel containers for 36 days at 0 degrees Celsius. The challenging aspect of this part of the project was achieving more than 11% alcohol (vol.) by fermentation alone.

Vintage 3 was aged in Jacobsen's cellar, which dates back to 1847, in French Côte d'Or oak barrels (from the region around the Vosges Mountains). French oak barrels are typically used →



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for wine and add a great amount of flavour. Côte d'Or barrels are used for aging Bourgogne wines, which are considered the world's finest wines. Brewmaster Morten Ibsen participated actively in the development of the beer and, most importantly, served as the cellar master during the beer's month-long storage in the French Côte d'Or oak barrels.

#### THE PRICE

And the price? DKK 2,010 for 37 cl. 'But it tastes as wonderful as the angels sing,' says brewmaster Morten Ibsen immodestly.

With the Vintage trilogy, Jacobsen Brewery created a beer series that breaks the boundaries for what beer is and can be.

'The in-house brewery was founded to carry on the spirit of founder J.C. Jacobsen, whose goal was perfection. We promise that we will continue to do our utmost to deliver beers that transform views of the potential of beer,' says brewmaster Morten Ibsen.

#### THE LABELS

But the Vintage trilogy is not only about creating a fantastic beer. It is also about delivering the ultimate, complete experience in a bottle. Throughout the Vintage trilogy, Jacobsen Brewery has strived to give beer drinkers the ultimate experience in terms of brew and aesthetics. Therefore, every bottle bears a small work of art instead of simply a label. A team of artists whose aesthetic endeavours mainly point forward was selected for Vintage 3.

Kaspar Bonnén, Anders Bojen and Kristoffer Ørum from Radiant Copenhagen created six unique labels for Vintage 3. The focal point of the artists' labels is Carlsberg's Carlsberg City; the artists made Carlsberg City the centre of fictive narratives on the labels, which take place in a distant future or a past that never happened. 'People will also encounter a unique art experience in the Vintage 3. It will not resemble other labels in terms of materials or format. We are playing with the conception of space and time, fiction and reality, and blending this with a narrative about Carlsberg City,' says Kaspar Bonnén.

Several of the labels include an aerial photo of Carlsberg City and an illustration. Each label also includes a story. The story is briefly described on the label itself, and further detailed on the radiantcopenhagen.net website. The six Carlsberg stories are also a part of the Radiant Copenhagen project – see more at <http://radiantcopenhagen.net/index3.html>.





*In designing the labels, the artists used maps that are significantly more detailed than those available on the internet.*

## THE TITLES OF THE LABELS ARE AS FOLLOWS:

### 1. The brainwave battery of memories (2147)

– this label tells the story of how Lene Lau (from the Russian-Pakistani institute of invisibility) in 2147 creates a cylinder-shaped source of electricity that is powered by electricity from brain waves.

### 2. Order of the Solar Temple (2011-2187)

– this label describes the secret society that was founded by Carlsberg's employees in an attempt to manage the chaos that followed the construction of The Carlsberg Dome over Carlsberg City. 'During ceremonies, members wore Crusader-type robes and were to hold in awe a sword, while eating large quantities of *Saccharomyces Carlsbergensis* – a type of yeast used when brewing beer'. (Excerpt from the label.)

### 3. Our Dome, or The Carlsberg Dome (2047)

– this label depicts a dome built over Carlsberg City in 2047 after a chaotic slum emerged in the surrounding town of Valby.

### 4. The Carlsberg Tower (1914)

– this tells the story of the Carlsberg construction project scheduled to begin in 1914 that was abandoned after the death of Carl Jacobsen. The project was hidden by Carl's family, but a single drawing of the structure was found.

### 5. Galaxy Scriptures, (2213)

– this label describes how people have always searched for meaning in the stars, and tells about the discovery of a galaxy in 2213 called Rask Galaxy. It was discovered that the galaxy issued messages in new dimensions, which created entirely new forms of communication.

### 6. The Age of Originality (1876-2019)

– this label tells the story of the time from 1876-2019, which is known as The Age of Originality, because it was marked by people's need to feel unique and original. Among the things found in the ruins of Copenhagen, was a document by artists Kaspar Bonnén, Kristoffer Ørum and Anders Bojen. †

## JACOBSEN VINTAGE 3

**Type:** Jacobsen Vintage 3 is a Pale Barley Wine with 15.0% alcohol.

**Ingredients:** The brew uses 100 per cent Carlsberg's own, specially developed Null-lox malt and Strisselspalt hops from Alsace.

**Price:** Vintage 3 costs DKK 2,010.00 for 37.5 cl.

**Quantity:** Approximately 1,000 bottles of Jacobsen Vintage 3 has been produced. Each bottle was hand tapped. It takes about 15 minutes to prepare a single bottle, including tapping, sealing and applying the label.

**Shelf life:** The beer can maintain its excellent taste for at least 50 years and probably up to 100 years.

**Dealers:** Vintage 3 can be purchased at Jacobsen Brewery, Gamle Carlsberg Vej 11 in Valby or at the [carlsberg.dk](http://carlsberg.dk) webshop. It will also be offered at a number of fine restaurants, including Kong Hans, le Sommerlier, Aarø & Co and Mielcke & Hurtigkarl.