

Genderpolitisch korrektes Bier

[CNBC](#): „Beer has long been presumed to be the domain of men. The dozens of commercials aired during sporting events by brewers only helps to promote the stereotype of beer being solely a man’s drink. (...) Now Danish-based brewer [Carlsberg](#) is looking to speed up the trend by offering a gender-neutral beer.“

Bei [Carlsberg](#) findet man Details:

„We can see that there are a number of consumers, especially women, who are very aware of design when they choose beverage products. There may be situations where they are standing in a bar and want their drinks to match their style. In this case, they may well reject a beer if the design does not appeal to them,‘ says [Jeanette Elgaard Carlsson](#), International Innovation Director at Carlsberg.“