



The "Adopt a Keg" campaign lets people fill up an adopted virtual keg online | Photo source [Carlsberg](#)

Innovation > Food & Drink > A virtual keg that can be exchanged for pints post-lockdown

A VIRTUAL KEG THAT CAN BE EXCHANGED FOR PINTS POST-LOCKDOWN

 FOOD & DRINK

Carlsberg has launched a campaign for people to earn post-lockdown pints and support bars during Denmark's COVID-19 lockdown

Spotted: Amidst the COVID-19 pandemic, many countries have had to enforce strict lockdown measures, which took a hard hit on the hospitality industry. In support of Denmark's local bars, Danish multinational brewer Carlsberg partnered up with Grey Europe to launch the "Adopt a Keg" campaign, which lets people fill up an adopted virtual keg online and exchange it for a real pint of beer in a bar or restaurant when they reopen. It is supported by the Danish Bartender Association and is being promoted by a TV ad and social media activity.

Participation is simple. Beer-drinkers just have to enjoy a shop-bought bottle or can of Carlsberg at home and scan the label to add it to their virtual keg on Carlsberg's website. Those taking part can add up to one beer to their keg a day, and it takes four scanned beers to fill it up, which will then earn them two post-lockdown draft beers. Carlsberg will be fronting payment for the beer that is redeemed, which will go to support local bars.

Within the first 48 hours of its launch, more than 2000 virtual kegs were created around Denmark. By June, 10,000 kegs had been created, 600 bars had signed up to be included in the initiative and the campaign had been expanded to four markets.

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Takeaway:

Efforts taken by large, multinational companies to support local businesses throughout the COVID-19 crisis can have a huge positive impact. Carlsberg has shown its loyalty to bars across Denmark with this campaign, and in turn are also reminding people of the hit many local businesses have taken, creating an incentive for them to continue showing support, as well as loyalty to their own brand as well.