



Carling 500ml, 24 x can case



- Unit of Measurement: CASE
- Sweet: 3
- Bitter: 3
- Calories per serve: 120
- Sales Unit: CS
- Region: UK
- ABV: 4.00%
- Case Quantity: 24
- Pack Format: CAN
- Size: 500ml
- Food Match: Food Pair: Carling Pairs With Traditional British Pub Food Dishes.

About this Beer

Keg, can and bottle: Filtered Original Lager Ingredients: Burton water; White Lager malt; English hops (varies); yeast. Carling Black Label developed as a brand in 1927 from the Canadian brewery Carling O'Keefe's existing Black & White Lager. It was introduced into the UK in 1952 in bottles, the first UK keg was launched in 1965. The brand became hugely successful in the UK via a very popular ad campaign - "I bet he drinks Carling Black Label", and has been Britain's best selling beer brand since then. The original Carling O'Keefe brewery was purchased by Molson in the 1980s. Coors later purchased both Molson and the UK license holders Bass. The name changed from Carling Black Label to Carling, with the subtitle Original Lager, in 1997.