



Community Guidelines

MIKKELLER



1. Objective and Purpose

- 1.1. Mikkeller is more than just beer - it's a community. Whether at our bars, festivals, runs, or other events, we want every space connected to Mikkeller to feel welcoming, respectful, and enjoyable. These guidelines are here to make sure everyone who takes part in the Mikkeller universe knows what behavior is expected, and what is not.
- 1.2. Our community thrives on open dialogue, curiosity, and constructive feedback. We welcome questions, comments, and engagement both in person and online, but expect the same respect, openness, and constructive tone across all interactions.
- 1.3. We expect all members of our community to:
 - Treat others with kindness, respect, and fairness
 - Embrace diversity and inclusivity in all interactions
 - Engage in discussions constructively and in good faith
 - Look out for one another to maintain a safe and welcoming environment
- 1.4. We do not tolerate, in any form:
 - Harassment or bullying
 - Hateful speech or discrimination (including racism, sexism, homophobia, transphobia, or other forms of prejudice)
 - Violations of others' privacy
 - Spam, scams, or other disruptive behavior.

2. Scope

- 2.1. These guidelines apply to all employees of the Mikkeller Group globally, i.e. including all employees of Bjergsø Holding ApS and all subsidiaries and associated companies, including franchise locations (collectively referred to as "Mikkeller"). They also apply to individuals working with or representing Mikkeller in a voluntary, part-time, or temporary capacity at events, festivals, or other activities.
- 2.2. They also apply to all members of the wider Mikkeller community, including but not limited to:
 - Participants in Mikkeller Running Club (MRC) activities,
 - Guests at Mikkeller events and festivals, and
 - Individuals engaging with Mikkeller through social media or other online platforms.
- 2.3. These guidelines cover all users engaging with Mikkeller's official social media channels, including individuals who have access to, or act/post on behalf of, any official Mikkeller account (such as MRC or other affiliated accounts).
- 2.4. Third-party partners, agencies, or contractors managing or posting content on Mikkeller's official channels are expected to follow the same standards of respect, inclusivity, and professionalism as outlined in these guidelines.



3. Social Media Conduct

Our social media channels allow us to share stories, news, and insights from the world of Mikkeller while connecting with our community in meaningful ways. These platforms are open spaces for discussion, questions, and engagement. To keep these spaces safe, inclusive, and enjoyable, we ask that all participants, whether employees, community members or partners, to follow a few simple ground rules:

3.1. Content and Communication

The views expressed in user-generated content do not necessarily reflect the opinions or values of Mikkeller. We reserve the right to moderate or remove any posts, comments, or content that go against these guidelines, breach Mikkeller's policies or violates the law.

3.2. Responsible Messaging

As a company rooted in the world of craft beer, we take our responsibility seriously. This means that we do not share:

- Content must not single out or negatively target minorities.
- Sexual content, pornography, or sexually explicit (or implicit) messaging is not allowed.

3.3. Keep it Respectful

We welcome open conversation, but we expect it to remain civil. Any form of harassment, threats, defamation, or discriminatory remarks will not be tolerated.

3.4. Protecting Privacy

Respect the privacy of others. Do not share personal information, your own or someone else's, without explicit consent. This includes private messages, photos, contact details, or any other confidential information

3.5. No Spam or Unsolicited Promotions

Content aimed at promoting external products, events, or brands without a prior agreement with Mikkeller will be removed. This also applies to repetitive, irrelevant, or automated messages.

3.6. Policy Effectiveness and Review

Mikkeller has no influence over ads or suggested content displayed by the social media platforms alongside our posts. Any Third-party links we share are offered purely for information – we do not endorse or take responsibility for external content.

3.7. Moderation and Availability

Our social media channels are monitored regularly, but not 24/7. Responses and moderation will be carried out as soon as reasonably possible and may vary depending on the specific bar, restaurant, or service account.



4. Community Behavior

4.1. Mikkeller encourages all members of the community, volunteers, and attendees to actively contribute to a welcoming, safe, and enjoyable environment. Positive engagement includes:

- Supporting respectful and constructive discussions.
- Flagging inappropriate behavior or content observed.
- Listening to and valuing the perspectives of others.
- Offering feedback or suggestions in a courteous and helpful manner.

4.2. Everyone is responsible for helping maintain the tone and quality of interactions across Mikkeller locations, events, and online channels. By acting proactively, community members help prevent conflicts and create an environment where everyone feels included and respected.

4.3. Representation and Respect

When engaging online or at Mikkeller events, community members should communicate respectfully and avoid sharing confidential or misleading information about Mikkeller. Personal opinions should not be presented as official Mikkeller statements, and all interactions should uphold the Mikkeller brand and values.

4.4. Responsible Drinking

Community members are encouraged to enjoy Mikkeller events responsibly. Excessive or unsafe alcohol consumption that disrupts the experience of others or endangers anyone's well-being is not acceptable. Staff and volunteers are empowered to intervene or ask individuals to leave if behavior becomes unsafe.

4.5. Guidance and Policies

If in doubt about appropriate behavior or how to handle a situation, refer to Mikkeller's Diversity, Equity & Inclusion Policy and Harassment and Bullying Policy. The latest versions of these policies are always available on the Mikkeller website.



5. Reporting

5.1. If you observe behavior that does not align with our Community Guidelines, you are encouraged to notify us. You can do so by:

- Contacting the relevant Mikkeller team or staff member with a brief description of the situation and any relevant context, or
- Speaking directly with a staff member or manager present at the event or location.

5.2. “Ask for Nomi”

If you feel unsafe and that someone is overstepping your boundaries at a Mikkeller location, you can discreetly approach staff and ask for “Nomi.” This is a codeword that signals to staff that immediate support is needed.

When you “Ask for Nomi”:

- Staff will quietly and discreetly escort you to a safe space away from the other quests.
- You will be supported based on your needs, and appropriate follow-up actions will be taken.

This option ensures that anyone experiencing unwanted behavior can leave the space safely, respectfully, and without unnecessary attention.

5.3. Reporting Procedure and Whistleblower

If the matter is serious and involves potential misconduct, you may report to us:

- Use the [Mikkeller Whistleblower Form](#), which allows you to report concerns confidentially or anonymously.

All reports are welcomed and taken seriously, helping Mikkeller maintain a safe, respectful, and inclusive environment for everyone.

6. Violations and Feedback

6.1. Addressing Violations

Behavior that violates the Community Guidelines may result in one or more of the following consequences, depending on the severity of the incident:

- Being asked to leave a Mikkeller event or activity.
- Refusal of entry to, or ban from, Mikkeller locations or future events.
- Other actions to address and correct the behavior, such as a warning or mediation.

6.2. Feedback and Support

Mikkeller encourages open communication and constructive feedback. When a guideline is breached, staff or community members may provide guidance or mediation to help maintain a safe and welcoming environment. This ensures that concerns can be addressed promptly, respectfully, and effectively.

6.3. Fairness and Discretion

All interventions or actions will be handled with seriousness, fairness, and discretion. The aim is to maintain a safe, inclusive, and enjoyable environment for everyone, while allowing individuals the opportunity to correct their behavior where possible.



Mikkeller

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