



**PRESS
RELEASE**

SOMERSBY APPLE CIDER LAUNCHES IN SABAH **Another Successful Fruitful Takeoff For East Malaysians**

Kota Kinabalu, 23 March 2013 – Carlsberg Malaysia launched Somersby Apple Cider today with a big bang and endless surprises for the guests. The much-anticipated cider from Sweden was launched to business partners, distributors and consumers slightly after eight months after its initial launch in Kuala Lumpur.

Held at Spinoza, Waterfront Kota Kinabalu, a chilled out bar by the seaside and the atmosphere was perfect for the occasion which saw approximately xxx people who came together to celebrate the trade launch.

Being the latest novelty in the social scene, Somersby Apple Cider has already been the people's favourite in Peninsula Malaysia. Made from juicy red apples that are fermented to perfection, Somersby Apple Cider, with 4.5% ABV, promises easy drinking refreshment with sparkling bubbles that make every sip an exciting experience.

A much-loved drink amongst cider fans around the globe, Somersby is free from any artificial sweeteners, flavours or colourings. This new fun beverage is best served over ice as it brings out just the right zest and sweetness with no beer after-taste.

Mr Teoh Nar Teik, East Malaysia Regional Sales Manager, Carlsberg Malaysia shared, "A unique trait of Somersby Apple Cider is its ability to spread joy and sunny togetherness where ever it is served. Fun, spontaneous, quirky and eccentric, the Somersby brand is all about enjoying yourself wherever you are and creating your own fun whatever the occasion. There's also no particular time to enjoy a Somersby Apple Cider because it is a perfect drink during brunch, afternoon and any happy moments with your friends. We are very excited that East Malaysians can also share this wonderful beverage with us."

The pre-launch campaign here in Kota Kinabalu was also ingenious. Flash mobs with Lord Somersby and his dancers saw fans cheering with enjoyment. The enthusiasm of the fans really shows how much the drink is anticipated for her in Sabah. The trade launch too was planned very strategically. The exploding balloon wall blew everyone away. It was indeed a crafty stunt that left everyone talking about until the end of the night.



In Peninsula Malaysia, Somersby Apple has organised several events since its launch and saw a spike in the number of fans since. Last year a new Somersby Brunch Club was introduced. This is a platform for cider enthusiasts and fans to come together and be entertained by unexpected pleasures on a lazy Sunday afternoon. It was also the first one of its kind brunch club here in Malaysia. Guests that attended were all delighted with refreshingly wicked experiences. This is a beginning of many more exciting activities to come.

This year, a Somersby Apple Cider road show also toured the Klang Valley, Kuala Lumpur and surprised fans for Valentines Day. This was also an effective educational platform to the general public.

The launch of Somersby Apple Cider here in Sabah will provide and an excellent engagement platform that projected the brand's distinct and its matchless dedication joy and sunny togetherness wherever it is served.

Available in 330ml bottles at selected bars and restaurants, and 330ml bottles as well as packs of fours in major hypermarkets and supermarkets.

To keep updated with the next wicked experience, log onto <https://www.facebook.com/SomersbyMy>

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries please contact:

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