



**PRESS
RELEASE**

SOMERSBY APPLE CIDER MAKES A FRUITFUL TAKEOFF

Celebrating the sweet, refreshing and easy-drinking alternative to beer

Kuala Lumpur, 17 July 2012 – Only one month after the exclusive media preview of Somersby Apple Cider, the most exciting cider in town made a public appearance at a consumer and trade launch. The occasion commemorated the ‘Grow an Apple tree’ project coming into fruition where Somersby Apple Cider fans came together to harvest the fruits of their labour as the virtual apple tree reached full bloom.

Held at Pavillion Kuala Lumpur, in a specially set-up garden party between La Bodega and Weissbrau, approximately 500 people congregated for an evening of fun and eccentricities that can only be attributed to Somersby Apple Cider.

Being the latest novelty in the social scene, Somersby Apple Cider is set to make its mark as the most exciting cider to ever hit the market. 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 taste 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.

Soren Ravn, Managing Director of 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, afternoons and any happy moments with your friends.”

The climax of the Facebook contest saw guests reveling in a free and easy party, packed with exciting games, entertainment and a free flow of Somersby Apple Cider. Lord Somersby and his Royal ladies also made a special appearance, even performing an infectious dance routine that got everyone joining-in on the makeshift dance floor. Best enjoyed over ice, Somersby Apple cider’s refreshing taste had cider fans just wanting more.

The Somersby garden party provided an excellent engagement platform that projected the brand's distinct personality and its matchless dedication to spreading joy and sunny togetherness wherever it is served.

Available in 330ml bottles at selected bars and restaurants and packs of four in hypermarkets and supermarkets nationwide, cider fans can now enjoy the crisp refreshing taste of Somersby Apple cider anytime, anywhere. For more information about Somersby Cider, log onto www.facebook.com/somersbymy



About Somersby Cider

Somersby Apple Cider is a refreshing alcoholic drink made from fermented apple juice. Best served over ice, Somersby Apple Cider, with 4.5% alcohol, is sweet and refreshing with no beer after-taste. It is an easy-drinking alternative to beer with sparkling bubbles making it the perfect alcoholic beverage for brunch, afternoons and happy moments with friends. A fully imported premium cider from Sweden, Somersby Apple cider contains no artificial sweeteners, flavours or colourings.

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