



FOR IMMEDIATE RELEASE



**PRESS  
RELEASE**

**SOMERSBY PEAR CIDER MAKES  
ITS DEBUT IN MALAYSIA WITH  
THE INTRODUCTION OF SOMERSBY CIDERLAND**

**TASTING THE SWEET REFRESHING NEW VARIANT IN A CIDER UTOPIA**

Kuala Lumpur, 12 May 2014 – Malaysians looking for a burst of adventure for their taste buds are in for a treat as Carlsberg Malaysia has introduced the Somersby Pear Cider, a brand new flavour to the most famous cider in town.

Made from fermented real pear juice, Somersby Pear Cider is a refreshing and crisp cider free from artificial sweeteners and flavouring. With 4.5% in alcohol content, its natural sweet bubbly flavour is best served with ice to ensure every sip gives you an unexpected punch with an exciting, thirst quenching experience.

Presenting the new Somersby Pear Cider, Mr. Henrik Juel Andersen, Managing Director of Carlsberg Malaysia, said, “Somersby Apple Cider has become tremendously popular in Malaysia since our launch in June 2012. With the Somersby Pear Cider, we aim to deliver yet another refreshing twist to a beer-alternative – a re-imagination for the taste buds! Fully imported from Sweden, Somersby cider is perfect for both men and women who are sociable and outgoing, who love taking life’s challenges with a hint of adventure!”

In conjunction with the launch of the brand new variant today, Carlsberg Malaysia has also introduced its magically-themed ‘Somersby Ciderland’ as a consumer engagement platform. Described as ‘a mysterious land of endless wonders where nothing is what it seems’, Somersby Ciderland exudes a relaxing atmosphere that is sophisticated yet unpredictable. It is a setting where like-minded cider lovers can experience a cider utopia while tasting the crisp refreshing Somersby Cider.

Meant to embody the unexpectedly quirky characteristics of the Somersby Pear Cider, members of the media, guests and Somersby Ciderland citizens were treated to a series of interesting games, relaxing entertainment scores, and plenty of talented street performances such as street magician Mahdi Moudini, jugglers and mimes. Other famous characters that turned up unexpectedly at Somersby Ciderland included the Spartans and Lara Croft, adding even more zest to the party!

Somersby Ciderland emcees Jeremy Teo and Chelsia Ng brought the utopian state to life, lifting the crowd with their exuberant personalities as they set the relaxing yet buoyant mood at the media launch.

“The idea of Somersby Ciderland is to give our customers a foretaste of the Somersby Pear Cider experience. Think of it as a fun and cheerful mystical garden full of unexpected surprises. It’s more than just a typical night out with drinks and loud music; we want Somersby Ciderland to create a community that celebrates social interaction and uniqueness,” added Henrik.

To realise that dream, Somersby Ciderland will be transported across different locations in Malaysia every

interaction and uniqueness,” added Henrik.

To realise that dream, Somersby Ciderland will be transported across different locations in Malaysia every month to allow cider fans a chance to experience the unexpected. Members of the public who are interested to be a part of the exclusive Somersby Ciderland experience can stay tuned to Somersby’s Facebook page to gain their citizenship to Somersby Ciderland by playing a simple game on Somersby’s Facebook page.

Somersby Pear Cider is already available in 330ml bottles at selected bars and restaurants, as well as in packs of four at all major hypermarkets and supermarkets nationwide. For more information about Somersby Cider, log onto [www.facebook.com/somersbymy](http://www.facebook.com/somersbymy).

----- End -----

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

**Carlsberg Malaysia**

Pearl Lai  
Head of Group Communications  
and Marketing Activation,  
D/L: 03 – 5522 6408;  
[pearl.lai@carlsberg.asia](mailto:pearl.lai@carlsberg.asia)

Dylan Choong  
Senior Brand Manager,  
D/L: 03 – 5522 6343  
[dylan.vp.choong@carlsberg.asia](mailto:dylan.vp.choong@carlsberg.asia)

**Cohn & Wolfe Malaysia**

Candice Lee  
H/P: 017-622 7006  
[candice.lee@cohnwolfe.com](mailto:candice.lee@cohnwolfe.com)

Audrey Chow  
H/P: 012-713 7279  
[audrey.chow@cohnwolfe.com](mailto:audrey.chow@cohnwolfe.com)