

FOR IMMEDIATE RELEASE

Press Statement 08/2018

29 March 2018

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## IT'S SOMERTIME, ANYTIME WITH SOMERSBY!

**Catch the iconic Somertime VW Kombi vans this April to celebrate life's little pleasure with Somersby**

Kuala Lumpur, 29<sup>th</sup> March 2018 – There's nothing quite like being outdoors, basking under the sun to celebrate life's little pleasure with family and friends, complete with a refreshing Somersby cider in hand. This April, Somersby invites cider lovers to make the most of Malaysia's all-round 'summer' by extending experiencing a fun and jolly campaign named Somertime, Anytime featuring Somersby Apple cider, Somersby Blackberry cider and Somersby Sparkling Rosé on the wheel.

At the campaign launch preview held at Glasshouse @ Seputeh recently, three iconic Somertime Volkswagen Kombi vans with open hatch roofs and fold-out countertops, doubling up as Somersby bars, were unveiled to over 300 guests, trade partners and members of the press. The vehicles, decked with flamboyant Somersby branding are deployed to meet cider lovers through nationwide sampling activations celebrating life's little pleasure when one enjoys a Somersby; as a happy hour drink or during gatherings with good friends; Anytime really!

Charles Wong, Marketing Director of Carlsberg Malaysia said, "Somertime, Anytime accentuates Somersby as a fun, spontaneous and care-free brand! The Somertime VW Kombi vans and nationwide promotions will enable cider lovers to enjoy Somertime, Anytime and reinforces Somersby's position as the best-selling cider in Malaysia."

During the launch gambit, Carlsberg Malaysia's management team made a special appearance and served guests their favourite Somersby variants from the makeshift Somertime VW kombi van bars. As guests sipped on their cider, many were seen trying out UV body marbling art with neon and ultraviolet paint as well as the Somersby tree ring toss game. For the social media lovers, lounge pockets such as garden swings, seesaws and 'hang-out beds' were the perfect chill out spot to get those Insta-worthy moments!

The Somertime, Anytime consumer engagement allows consumers to mix and match their favourite Somersby Apple, Blackberry & Sparkling Rosé variants. Not only that, buy-1-free-1 vouchers for one (1) 330ml bottle of any Somersby cider variants will be given out through the month of April at respective Somertime, Anytime roving locations.

Snap and share your photos when you catch the iconic Somertime VW Kombi vans on Instagram and Facebook with the hashtag #SomertimeAnytime and #SomersbyMY to be in the running to win attractive prizes. Ten (10) Somersby cartons (24 X 330ml) and 30 Somersby 4-can pack (4 x 320ml) are up for grabs! Do check Somersby's official social media platforms to find out more on the Somertime, Anytime roving schedules and locations near you.

At selected hypermarkets and supermarkets, Somersby lovers are entitled to one (1) free can (320ml) of Somersby Blackberry with the purchase of a 6-can pack (6x 320ml) of Carlsberg or Carlsberg Smooth Draught. From March 30 to April 1, 4-can pack (4 x 320ml) of Somersby will be going for only RM19.90!

Purchase a can (320ml) of Somersby at convenient stores such as 7-Eleven, KK Mart and myNEWS.com on April 14 and 15 to enjoy the 2<sup>nd</sup> can for half the price!

Selected dining outlets and bars will also be featuring weekday and weekend promotions. Happy hour goers will be able to enjoy a bottle of Somersby (330ml) for RM10 before 8pm daily. Somersby will also feature weekend brunch set menus pairing options with a bottle of Somersby (330ml) going for only RM10.

For more info on #SomertimeAnytime, follow Somersby Malaysia on Facebook at [www.facebook.com/SomersbyMY](http://www.facebook.com/SomersbyMY).

### **About Somersby**

Somersby is the bestselling cider in Malaysia\*. It is a refreshing alcoholic drink made from real fruit juices and natural fruit flavouring. Best served over ice, Somersby 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 to enjoy at any moment of the day, Somersby Cider contains no artificial sweeteners, flavours or colourings and it is available in Apple and Blackberry variants. \*Source: National Key Retailers' Scanned Data: Jan'15 – Aug'16

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)

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## SOMERTIME 欢乐时光, 随兴畅饮 SOMERSBY!

### 在四月份寻找 Somertime 欢乐时光 VW Kombi 面包车的踪影, 享受 Somersby 带来的那份悠闲

吉隆坡 2018 年 3 月 29 日讯 – 能够和亲友们走出户外, 一起在和煦的阳光下享受冰爽的 Somersby 苹果酒, 绝对是一大乐事。就在这个四月份, Somersby 为所有大马人带来 Somertime 欢乐时光, 创造一个完美‘夏日’, 让全国都可一起品尝 Somersby 苹果酒、Somersby 莓果酒及粉红气泡酒 (Sparkling Rosé), 感受无限欢乐、爽酷的乐趣。

日前在 Glasshouse @ Seputeh 举行的推介礼, 共有 300 余位来自商界及媒体嘉宾一起见证三辆标志性的 Somertime 欢乐时光 Volkswagen Kombi 面包车的推介。这三辆车拥有开放式舱口车盖及折叠式台面, 开启之后就成为了 Somersby 酒吧, 并将执行试饮活动。它们以酷炫外表高调展示品牌, 并向全国消费人宣导, Somersby 带给欢乐时光或亲友欢聚的一份悠闲感!

马来西亚 Carlsberg 集团市场总监黄冠中说: “Somertime 欢乐时光活动凸显了 Somersby 随兴、轻松、欢乐的品牌形象! Somertime 欢乐时光 Volkswagen Kombi 面包车以及所推行的活动, 将让全国消费人都能随时享受一个 Somertime 欢乐时光, 亦巩固 Somersby 为大马最畅销苹果酒的定位。”

马来西亚 Carlsberg 集团管理层也出席当天推介典礼, 款待现场嘉宾到 Volkswagen Kombi 面包车吧台品尝他们钟爱的各类 Somersby 苹果酒。在品酒之余, 现场也掀起排队人潮等待 UV 人体彩绘, 体验霓虹和紫外线彩绘所带来的特效, 还有参与 Somersby 投掷圆环。至于社交媒体爱好者, 休闲区的秋千、跷跷板及吊床正是最佳 Instagram 拍照打卡的地方!

Somertime 欢乐时光全国活动也让消费人有机会混合搭配品尝 Somersby 苹果酒、黑莓果酒及粉红气泡酒 (Sparkling Rosé) 的香氛滋味。此外, 在这个四月份, 凡在国内任何巡回地点参与试饮者, 即可获得买一送一的礼券, 让他们购买 330 毫升瓶装任何口味的 Somersby 果酒, 即可免费获得另一瓶。

一旦发现 Somertime 欢乐时光 Volkswagen Kombi 面包车，即刻拍下并上传至 Instagram 及脸书，然后标签 hashtag #SomertimeAnytime 及 #SomersbyMY，即有机会赢取丰富的奖品，包括 10 箱 Somersby (24 X 330 毫升) 及 30 套 4 罐装 Somersby (4 x 320 毫升)! 想知道更多关于 Somertime 欢乐时光的巡回时间及你临近地点，敬请浏览 Somersby 官方社交媒体。

在四月份里，喜爱 Somersby 者将可享受限时特惠及特别促销优惠。凡在指定霸级市场和超级市场购买 6 罐装 (6 x 320 毫升) 的 Carlsberg 啤酒或 Carlsberg 顺啤，即可获得一罐免费 Somersby 黑莓果酒 (320 毫升)。由 3 月 30 日至 4 月 1 日，4 罐装 (4 x 320 毫升) 的 Somersby 只售 RM19.90!

凡于 4 月 14 日及 15 日在便利店如 7-Eleven, KK Mart 及 myNEWS.com 购买一罐 (320 毫升) Somersby，即可以 半价购买第二罐!

指定餐厅及酒吧也会进行周日和周末促销。喜欢欢乐时光的朋友，可在每天八点之前以 RM10 购买一瓶 Somersby (330 毫升)。Somersby 也会推出周末早午餐套餐搭配一瓶 Somersby (330 毫升) 只需 RM 10。

关于更多 #SomertimeAnytime 资讯，请跟随马来西亚 Somersby 脸书 [www.facebook.com/SomersbyMY](http://www.facebook.com/SomersbyMY)。

### 关于 Somersby

Somersby 是马来西亚畅销的苹果酒\*。这是一种由真正的果汁和天然水果口味酿制成的清爽酒精饮料。Somersby 苹果酒最好是配合冰镇饮用，含有 4.5% 酒精，带甜而清爽，没有啤酒的酒后味道。它是啤酒的更方便替代饮品，内含有气泡沫，是在一天中任何时间都可享用的完美酒精饮品。Somersby Cider 不含人造甜味剂、香料或着色剂，同时有苹果和黑莓两种口味。

\*资料来源：全国关键零售商扫描数据：2015 年 1 月至 2016 年 8 月

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成立于 1969 年并在大马交易所上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是最为人知的啤酒品牌之一，Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry、Connor's Stout Porter 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)。