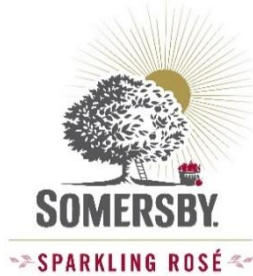


FOR IMMEDIATE RELEASE

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22 May 2018

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INDULGE IN PINK MOMENTS WITH SOMERSBY SPARKLING ROSÉ

Somersby dedicates its rosé cider to the ladies, as it becomes a permanent variant to the country's leading cider.

Kuala Lumpur, 22 May 2018 – Ladies, it's time to raise your glasses in celebration of pink! Somersby Sparkling Rosé is here to stay and it has its most devoted cider lovers to thank; the ladies. The variant is setting out to be the first cider in Malaysia that is dedicated to women, turning their ordinary moments elegantly pink and inviting them to enjoy the perfect drink for their pink moments in June and July.

Through its #SomersbyPinkMoments campaign, Somersby Sparkling Rosé is inspiring ladies to pamper themselves and enjoy their 'me times' with a complimentary glass of Somersby Sparkling Rosé, turning their ordinary occasions into pink moments. Whether it's enjoying a night out with the ladies, sweating it out to a favourite workout, getting a manicure or just treating oneself to a professional blowout at the salon, Somersby Sparkling Rosé aims to turn all these moments pink with a glass of sparkling rosé in hand.

To launch the campaign, Somersby Sparkling Rosé hosted the pinkest party of the year, celebrating with over 400 guests at Liberte @ Menara Lien Hoe in Petaling Jaya. Managing Director of Carlsberg Malaysia Lars Lehmann, together with the ladies from Carlsberg's senior leadership team, Corporate Communications & CSR Director Pearl Lai, HR Director Felicia Teh and Senior Brand Manager of Somersby Stella Yew, unveiled four (4) pop-up pink stations as part of the launch gambit; Pink Lounge, Pink Salon, Pink Fitness Studio and Pink Boutique, allowing guests to envision their very own pink moments during the two-month campaign.

"Somersby Sparkling Rosé has been a favourite among the ladies since its launch last year. It was only apt to dedicate this variant to them and their universe, making it the first cider in the country specially dedicated to women. The Pink Moments campaign aims to inspire women to spend more 'me time' by immersing themselves in the experience with a glass of

Somersby Sparkling Rosé, simultaneously turning their moments pink with the perfect drink”, expressed Lars Lehmann.

Guests were seen getting pink hair highlights, throwing a few friendly punches with pink gloves on, savouring pink nitrogen ice-cream, and striking their perfect pink pose at the respective pink stations. The experience depicted the campaign’s tagline – *Perfect Drink for Pink Moments* as guests immersed in these pink moments while savouring the Somersby Sparkling Rosé.

It also perfectly represented what ladies could enjoy via the #SomersbyPinkMoments campaign during their ‘me time’ and pampering sessions at participating outlets comprising fitness studios, bars and restaurants, hair salons, nail parlours and boutiques throughout June till July.

Every Wednesday in June, ladies can enjoy a complimentary Somersby Sparkling Rosé during ladies night at 100 participating bars and outlets. Exciting prizes also await ladies who snap and share their best pink moments on social media.

Somersby Sparkling Rosé also partnered with beauty and wellness outlets across the Klang Valley; Salons such as Number 76, 176 Avenue and Centro Hair Salon; Boutiques such as MGP Label, ARIA the Label, Duchess & Co, AMBERSZE, Define Haute and Glam Edge; Fitness studios such as Fire Station Fit, Fly Project and Fort Gyms; Nail salons such as Posh Nail Spa, all to ensure the ladies are able to enjoy their pink moments over a free glass of Sparkling Rosé.

Ladies will also be able to enjoy pink moments at their very own convenience with a special promotion of the 4-bottle pack going for RM29.90 only at major hypermarkets and supermarkets throughout the month of June!

Somersby Sparkling Rosé is now available in East Malaysia and Peninsular Malaysia. For more details on #SomersbyPinkMoments, follow Somersby Malaysia on Facebook at www.facebook.com/SomersbyMY.

About Somersby Sparkling Rosé

Somersby Sparkling Rosé is a refined semi-sweet apple rosé cider that balances the flavour of juicy red berries with a refreshing floral aroma on the nose. Elegantly designed with 4.5% alcohol, it has the same grown up flavour and structure as sparkling wine, at the same time, keeping the familiar refreshing fun taste you can expect from Somersby. Designed to appeal to a more mature palette, Somersby Sparkling Rosé is best served chilled in wine glasses and bottles placed in buckets to deliver a premium experience. It is currently only available in Denmark, Norway, Finland and Sweden. Malaysia is the first country outside of Europe to launch this innovation.

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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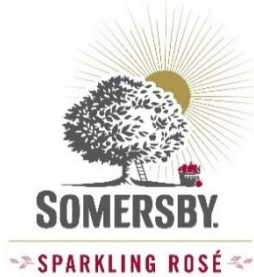
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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer 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

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享受 SOMERSBY SPARKLING ROSÉ 气泡酒的粉红浪漫

Somersby 特别将粉红气泡酒献给女士们，它已成国内领先果酒的永久分立品牌

吉隆坡 2018 年 5 月 22 日讯 – 姐妹们，现在是举杯同祝粉红浪漫的时刻！果酒的新宠 Somersby Sparkling Rosé 粉红气泡酒，如今将永久在这市场立足，这都归功于女士们对它的喜爱。这也是马来西亚第一款专为女士们酿制的果酒，让她们将平淡的时日转为高雅的粉红时光，也借此邀请她们在 6 和 7 月，为她们的粉红时光干一杯。

透过 #SomersbyPinkMoments 粉红时光的活动，Somersby Sparkling Rose 粉红气泡酒让女士们懂得宠爱自己，用一杯免费 Somersby Sparkling Rose 粉红气泡酒享受私属小时光，将平淡的一刻转化为粉红浪漫时刻。无论是和姐妹们的欢聚，或到健身中心锻炼，或做个美甲，还是给专业发型师换个发型，都可以让你享受一杯 Somersby Sparkling Rosé 粉红气泡酒，令你的私属时光变得更高雅。

Somersby Sparkling Rosé 粉红气泡酒在八打灵再也 Menara Lien Hoe 的 Liberte 举行了本年度一场极致粉红的推介派对，超过 400 名嘉宾共襄盛举。马来西亚 Carlsberg 集团董事经理雷盟在推介礼上与 Carlsberg 的女主管们企业传讯及社会责任总监赖明珠、人力资源总监郑淑贞及 Somersby 高级品牌经理尤慧紫联手推介 4 家临时店，即粉红酒廊 (Pink Lounge)、粉红发廊 (Pink Salon)、粉红健身中心 (Pink Fitness Studio) 以及粉红时装店 (Pink Boutique)，让来宾们能够联想如何在这两个月的促销期间享受她们私享粉红时光。

雷盟形容说：“Somersby Sparkling Rosé 粉红气泡酒是国内第一款特献给女士们的果酒，而自去年推介一来，它一直深受时下女士们喜爱的饮品。粉红时光活动的宗旨是希望女士们懂得宠爱自己，让她们有一杯 Somersby Sparkling Rosé 粉红气泡酒在手，高雅地享受闺蜜的私享粉红时光。

莅临现场的嘉宾们都踊跃参与，有者将她们的头发染成粉红，有人穿起起粉红拳套来场友谊赛，有人津津有味地享受粉红氮冰淇淋，也有人串游拍照，完全投入地享受一夜的完美粉红时光，充分享受粉红气泡酒散发的粉红激情。

这场推介礼的活动也体现出女士们即将享受的新体验；她们可在 6 月至 7 月期间，前往各个参与的健身中心、酒吧、餐厅、发廊、美甲及时装店享受她们私属的粉红时光。

六月份的每个周三女士之夜，女士们可在 100 家参与的酒吧和店家享受免费的 Somersby Sparkling Rosé 粉红气泡酒。然而将欢聚时光拍下，然后分享至社交媒体的姐妹，也有机会赢取丰富奖品。

Somersby Sparkling Rosé 粉红气泡酒合也与遍布巴生谷一带的美容保健中心合作；发廊有 176 Avenue, Centro Hair Salon 及 Number 76；时装店如 ARIA the Label, AMBERSZE Duchess & Co, Define Haute, Glam Edge 和 MGP Label；健身中心包括 Fire Station Fit, Fly Project 与 Fort Gyms, 美甲中心有 Posh Nail Spa，将为女士们准备一杯免费粉红气泡酒，让她们私享粉红时光中。

为了女士们享受闺蜜私享时光之便，她们也可在各大霸级市场和超级市场以 RM29.90 优惠价购买 4 瓶装粉红气泡酒！

Somersby Sparkling Rosé 粉红气泡酒在东马和西马半岛皆有销售。敬请登录马来西亚 Somersby 脸书专页 www.facebook.com/SomersbyMY，以获取更多有关 #SomersbyPinkMoments 粉红时光的详情。

关于 Somersby Sparkling Rosé

Somersby Sparkling Rosé 是一款精酿的半甜粉红气泡酒，融合了香甜多汁的红樱桃与清新花香。设计高雅和酒精 4.5%，拥有与 Sparkling Rosé 气泡酒一样的香醇口味及口感，在同时保有你所期待和熟悉的 Somersby 清新又具趣味的风味。

专为吸引更成熟口感而设，Somersby Sparkling Rosé 最佳饮用方式是配合冷藏酒杯和瓶子置放在冰桶中，以带来最优质的享受。目前仅在丹麦，挪威，芬兰和瑞典销售。马来西亚是欧洲以外第一个推出这项创新产品的国家。

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 是世界上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。