

SOMERSBY DEBUTS WATERMELON CIDER WITH A JUICY, TROPICAL TWIST

Somersby cider adds Watermelon to its latest innovation with Malaysia being second market in Asia to launch this variant.

Shah Alam, 11 March 2021 – Somersby, Malaysia’s best-selling cider brand continues to innovate and excite taste buds of cider lovers with the debut of Somersby Watermelon Cider, a wonderful tropical twist filled with refreshing optimism! A tropical mélange of fresh watermelon, crisp red apple and fruity strawberry, this refreshing thirst quencher is available in 330ml bottles and 320ml cans at off-trade outlets nationwide and e-commerce sites from March onwards.

“Somersby continues to thrive among cider lovers for its quality ingredients, natural taste and refreshing ciders. Inspired by the popularity of watermelon as a thirst quencher tropical fruit frequently enjoyed by Malaysians, we launched Somersby Watermelon cider adding to our existing variants of Apple, Blackberry Elderflower Lime and Sparkling Rosé. Our constant strive for innovation gives Somersby the edge in flavours and appeals to consumers who are optimistic, and love seeking out new experiences”, said Caroline Moreau, Marketing Director of Carlsberg Malaysia.

A fun twist on the classic apple-based original, the 4.5% ABV Somersby Watermelon Cider is best served chilled over ice, and is an easy-to-drink alcoholic beverage that can be savoured on its own or as a complement to food.

Be one of the first few in Malaysia to savour Somersby Watermelon cider as Somersby offers FREE bottles redeemable at MyNews and 7-Eleven stores in Peninsular Malaysia. Simply visit www.somersbymalaysia.com from 22 March to 15 April on your mobile phone, and you are steps away to tasting a complimentary bottle of refreshing Somersby Watermelon cider goodness!

Somersby is also offering consumers a chance to redeem a Somersby Watermelon cushion, a 21-inch colour-changing Somersby Umbrella that also makes a convertible recyclable bag, and a chance to win an iPhone 12. Isn't That Wonderful!

Consumers who purchase RM60 worth of Somersby products at participating supermarkets, hypermarkets, convenient stores, and e-commerce sites can also get a FREE Somersby Watermelon cushion, while stocks last. Gear up for rain or shine and take home a Somersby

Umbrella when you purchase RM100 worth of Somersby products. And, be in the running to win an iPhone 12 for any single purchase of Somersby and submit your receipts via www.somersbymalaysia.com.

Or, pair your meals with a Somersby Watermelon cider and get a bottle of Somersby Watermelon at 50% off, when you purchase a bottle of any Somersby variant at participating bars and restaurants from 15 March to 14 May 2021.

Exclusively on Shopee, shoppers can also take home a Somersby Watermelon cushion or umbrella for their cider purchases. Top three spenders will stand a chance to win an Apple AirPods Pro that comes with a Watermelon AirPods case.

For the latest Somersby promotions and activities, follow SomersbyMY on Facebook www.facebook.com/SomersbyMy and Instagram www.instagram.com/somersbymy. Learn about Somersby and its refreshing range of ciders at www.somersby.com/en-my/.



ABOUT SOMERSBY WATERMELON CIDER

A tropical mélange of fresh watermelon, crisp red apple and fruity strawberry, Somersby Watermelon cider is a refreshing thirst quencher. A fun twist on the classic apple-based original, it is light-bodied with intense fruitiness. More than just a cider, this invigorating drink can be savoured on its own or as a complement to food. For maximum enjoyment, it is best served chilled, over ice.

At 4.5% ABV, Somersby Watermelon Cider is available in 330ml bottles and 320ml cans across participating supermarkets, hypermarkets, bars, restaurants, convenient stores, and e-commerce sites including Shopee and Lazada.

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, Blackberry, Elderflower Lime, Sparkling Rosé and now Watermelon. ***Source: No 1* in Total Off Premise in Beer, Stout and Malt Beverages (Cider Segment) category.** Based on Retail Index Service for Beer, Stout and Malt Beverages (Cider Segment) category for the 12 months ending Jan 2021 in Total Off Premise. (Copyright © 2021, The Nielsen Company (M) Sdn Bhd).

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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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SOMERSBY 亮相鲜美多汁、充满热带风情的 WATERMELON CIDER 西瓜果酒

Somersby 果酒将西瓜加入最新创新产品，马来西亚为亚洲第二个市场推出这口味

（莎亚南 11 日讯） - 马来西亚畅销果酒品牌 Somersby 继续创新并让果酒粉丝的味蕾兴奋起来，亮相 Somersby Watermelon Cider（西瓜果酒）以带来充满乐观气息且清新爽口的热带 feel！以新鲜西瓜、清脆红苹果、草莓果香结合打造的热带风情，这清爽解渴的饮料分别以 330 毫升瓶装及 320 毫升罐装从 3 月起在全国非即饮处及网购平台发售。

马来西亚 Carlsberg 集团市场总监柯诺琳表示：“Somersby 的优质成分、天然口味及清新果酒继续在果酒粉丝群中脱颖而出。以高人气、受马来西亚人民喜爱、帮助解渴的热带水果西瓜作为灵感，我们推出了 Somersby Watermelon Cider，继苹果、黑莓、接骨木花清柠（Elderflower Lime）及粉红气泡（Sparkling Rosé）口味后，再添另一新风味。我们不断致力于创新的精神使 Somersby 口味继续展现优势并吸引乐天派、爱寻找新体验的消费者。”

酒精浓度 4.5% 的 Somersby Watermelon Cider 为经典的原版苹果酒添加新乐趣，冰镇后将它倒入冰块杯里饮用为佳，这顺口的酒精饮料适合单独饮用或搭配美味佳肴享用。

Somersby 将给您机会成为马来西亚最初几位品尝 Somersby Watermelon Cider 的其中之一，在位于马来西亚半岛的 MyNews 及 7-Eleven 便利店准备了免费瓶装 Somersby Watermelon Cider 等您来领取。从 3 月 22 日起至 4 月 15 日，拿起手机登录 www.somersbymalaysia.com，一瓶免费清新爽口的 Somersby Watermelon Cider 就离您不远啦！

Somersby 也让消费者有机会换取 Somersby Watermelon 西瓜抱枕、可变色并可转为环保袋的 21 寸 Somersby 雨伞，以及有机会赢取一台 iPhone 12。是不是棒极了！

在有参与的超级市场、霸级市场、便利店及网购平台购买总值 60 令吉的 Somersby 产品，即可换取免费 Somersby Watermelon 西瓜抱枕，送完即止。购买总值 100 令吉的 Somersby 产品并可换取一把 Somersby 雨伞，无论日晒雨淋都替您做好准备。还有，购

买任何 Somersby 产品后把收据提交至 www.somersbymalaysia.com 并可提高赢取一台 iPhone 12 的机会。

或者，享用美味佳肴时搭配 Somersby Watermelon Cider，从 2021 年 3 月 15 日起至 5 月 14 日，在有参与的酒吧及餐厅购买任何一瓶 Somersby 口味，再购买一瓶 Somersby Watermelon Cider 时即可享有 50% 折扣。

Shopee 也有独家优惠，网购控可在本品牌的官方 Shopee 网店购买 Somersby 产品，并可获得 Somersby Watermelon 西瓜抱枕或雨伞，而 3 位购买最多的消费者将有机会赢取一副 Apple AirPods Pro 及西瓜 AirPods 壳。

欲知 Somersby 最新促销和活动，欢迎跟随 Somersby 官方脸书 (www.facebook.com/SomersbyMy) 及官方 IG (www.instagram.com/somersbymy)。

浏览 www.somersby.com/en-my/ 以了解更多关于 Somersby 及旗下的清爽果酒。



关于 SOMERSBY WATERMELON CIDER

以新鲜西瓜、清脆红苹果、草莓果香结合打造的热带风情，Somersby Watermelon Cider 是个清爽解渴的饮料。为经典的原版苹果酒添加新乐趣的它酒体轻盈，也充满丰富的水果味。它不仅是一种果酒，这精力充沛的饮料适合单独饮用或搭配美味佳肴享用。冰镇后将它倒入冰块杯里饮用，便是高境界的享受。

酒精浓度 4.5% 的 Somersby Watermelon Cider 分别以 330 毫升瓶装及 320 毫升罐装在参与的超级市场、霸级市场、便利店、酒吧、餐厅及网购平台包括 Shopee、Lazada 发售。

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、黑莓、接骨木花清柠、粉红气泡及西瓜口味。*资料来源：啤酒、黑啤酒及麦芽饮料（果酒类）分类中排名第一#根据为期 12 个月截至 2021 年 1 月的总非即饮处所内的啤酒、黑啤酒及麦芽饮料（果酒类）分类零售指数服务。（©2021 年马来西亚尼尔森有限公司版权所有。）

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