

Somersby Celebrates the Love of Cider with Apple Day

Malaysia's No. 1 best-selling apple cider even invites watermelons along for consumer contests and promotions in the month of October

SHAH ALAM, 13 October 2021 – Every year, thousands of people in the UK come together in the month of October to celebrate Apple Day, a festival celebrating the delicious and globally-loved fruit that also goes into every bottle and can of Somersby, Malaysia's No. 1 best-selling cider.

This year, Somersby is giving more reasons for apple lovers to celebrate their favourite cider by inviting another fan-favourite Somersby flavour to the party – Somersby Watermelon – with promotions and consumer contests throughout the month of October.

Caroline Moreau, Marketing Director of Carlsberg Malaysia, commented, "Somersby Apple Cider is our best-selling variant within the Somersby brand, which is the No. 1 preferred cider brand in Malaysia. After we launched our latest flavour Somersby Watermelon in March, fans of juicy, refreshing drinks have also taken to it in a big way and it is now the brand's second most-popular flavour and the No. 1 best-selling cider on Shopee. That's why for this year, everyone's invited to our Apple Day celebrations – even watermelons – with consumer promotions rewarding fans of these two wonderful Somersby flavours!"

Somersby's Apple Day celebrations will kick off from 11 October to 10 November with a social media contest offering 59 lucky winners three grand prizes of the latest Apple iPhone 13, three limited-edition Somersby Volkswagen Kombi cooler boxes worth RM3,000 each, three Apple Watch Series 6, and Somersby products worth RM150 each as consolation prizes.

To enter, consumers simply need to purchase at least one can or bottle of any Somersby product, snap a picture of how they are celebrating Apple Day with Somersby, and publicly post it on Facebook or Instagram by tagging @SomersbyMY with the hashtag #SomersbyAppleDay.

Apple Day joy extends to purchases at supermarkets, hypermarkets, mini-marts and convenience stores with a special price offer for any Somersby 4-pack can cluster from any flavour, where this promotion is available nationwide between 18 to 31 October.

With more drinkers receiving full vaccinations and looking forward to enjoying Somersby at participating bars, restaurants and bistros in the month, they can also redeem a complimentary bottle of Somersby Watermelon for any two Somersby bottles purchased for a limited period only.

Consumers opting to enjoy Somersby at the comfort of their homes are not left out. Any purchase from Carlsberg Malaysia's official stores on Shopee and Lazada in the month of October will come with a free 320ml can of Somersby Watermelon, while stocks last.

For more information on Somersby's Apple Day contests and promotions, visit Somersby's official Facebook and Instagram pages at @SomersbyMY.

All promotions and contest are open to non-Muslims aged 21 and above. When celebrating Apple Day with Somersby, remember to #CelebrateResponsibly – if you drink, don't drive!

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Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don't drive!

Find out more at www.carlsbergmalaysia.com.my

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Somersby 欢庆苹果节，共享对苹果酒的热爱 大马第一畅销苹果酒 10 月份的消费者竞赛与促销也少不了西瓜

莎亚南 13 日讯 - 每年 10 月，英国有成千上万人聚集在一起欢庆苹果节（Apple Day），致敬这受全球喜爱的美味水果，也是每一瓶、每一罐大马第一畅销苹果酒 Somersby 都少不了的成分。

为了让苹果爱好者有更多原因与他们最爱的苹果酒同欢，Somersby 也将其另一种受大众喜爱的口味，即 Somersby Watermelon 纳入在 10 月份所展开的促销和消费者竞赛。

马来西亚 Carlsberg 集团市场总监柯诺琳（Caroline Moreau）表示：“大马首选苹果酒品牌 Somersby 最畅销的口味是 Somersby Apple Cider。我们在 3 月份推出最新口味 Somersby Watermelon 之后，获得喜爱多汁和清新饮料粉丝的良好反应，现已成为该品牌的第二最受欢迎口味，也是在 Shopee 排名第一的苹果酒。这也是为什么，每个人都受邀参加我们今年的苹果节，西瓜也不被排除在外，我们也准备了消费者促销奖励喜爱这两种 Somersby 美妙滋味的粉丝！”

从 10 月 11 日至 11 月 10 日开跑的 Somersby 苹果节喜庆透过社交媒体竞赛为 59 位幸运儿准备了 3 份最新 Apple iPhone 13 的大奖、3 份价值 3000 令吉的限量版 Somersby Volkswagen Kombi 保温箱、3 份 Apple Watch Series 6，以及价值 150 令吉的 Somersby 产品作为安慰奖。

参赛方式非常简单，消费者只需购买至少一罐或一瓶 Somersby 的任何产品，拍张照片分享他们如何与 Somersby 欢庆苹果节，然后公开上传到脸书或 Instagram，并标记@SomersbyMY 和 #SomersbyAppleDay。

苹果节的喜悦也传递到超级市场、霸级市场、迷你市场及便利店，消费者能以特价购买任何口味的 4 罐装 Somersby，此项促销将从 10 月 18 日至 10 月 31 日在全国展开。

随着越来越多饮者完成疫苗接种，期盼在这个月前往有参与的酒吧、餐厅及小酒馆享用 Somersby 的他们可于限期内购买 2 瓶 Somersby 以换取一瓶免费 Somersby Watermelon，

选择在家享用 Somersby 的消费者也有福享，在 10 月份透过马来西亚 Carlsberg 集团在 Shopee 及 Lazada 的官方网店购买任何产品，即可获取一罐免费 320 毫升的 Somersby Watermelon，送完即止。

更多关于 Somersby 苹果节竞赛与促销的详情，浏览 Somersby 脸书及 Instagram 专页（@SomersbyMY）。

所有促销与竞赛仅开放给 21 岁以上的非穆斯林人士。与 Somersby 欢庆苹果节时，记得 #CelebrateResponsibly, 理性饮酒，酒后别开车！

更多咨询，请联络：

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