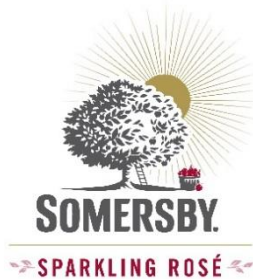


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Introducing Somersby Sparkling Rosé to Asia's First Market – Malaysia

The casually elegant offering adds a twist of elegance to the refreshing, fun taste & quality of Somersby lands just in time to add the sparkle to your Christmas and New Year celebrations!

Kuala Lumpur, 30th November 2017 – Cider lovers in Malaysia, the festive season is here and we've got the perfect drink for your Christmas and New Year celebrations! Somersby leads innovation in the cider category by introducing the all-new Somersby Sparkling Rosé, a casually elegant variant that is designed to appeal to more sophisticated taste buds yet keeps to the familiar refreshment you can expect from Somersby.

Where you would normally expect Somersby to be a sweet apple cider, this latest introduction is not just another flavour from Somersby. Somersby Sparkling Rosé is a semi-sweet apple rosé cider that balances the flavour of juicy red berries with a refreshing floral aroma on the nose. The end product is a perfectly balanced liquid unlike any other, not too sweet, not too dry and showcases a unique taste profile that carries the same grown up flavour and structure as sparkling wine, but is lighter and more refreshing.

To mark the introduction of Somersby Sparkling Rosé in Malaysia, a grand unveil was held at Roofino @ Trillion, Jalan Tun Razak which saw a venue decked reflecting a stunning orchard inspired concept, radiating a spring-like atmosphere. Three hundred guests consisting of media, trade partners and Carlsberg employees were seen in attendance and dressed to the nine in their best pink outfits, apt to the theme of the night.

Lars Lehmann, Managing Director of Carlsberg Malaysia unveiled a stunning bottle 3D video projection mapping which revealed the all-new Somersby Sparkling Rosé. Simultaneous to the reveal, luscious bottled pink liquid complete with sparklers made their way to eager guests waiting to have a taste of the new casually elegant cider.

“Somersby has upheld the best-selling cider reputation in Malaysia by always bringing consumers new excitement and experiences through its various offerings. Today, we are thrilled to introduce Somersby Sparkling Rosé to Malaysian consumers, a liquid that is perfect for the festive celebrations and works great as an after-work drink with friends or an accompaniment to light meals. The ever-evolving preference and demand in the industry has allowed us to innovate and now offer a great alternative to wine, sparkling wine, champagne and cocktails through this latest offering,” Lehmann said.

To experience the best taste and aroma, guests were served chilled Somersby Sparkling Rosé in an elegant stemmed glass throughout the night. The event concluded to tunes of pop jazz while guests mingled and sipped the night away.

In conjunction with the launch, various content and contests aiming to excite and entice fans of Somersby Sparkling Rosé will be initiated on social channels and digital platforms. Somersby will also be running sampling activities at leading restaurants, concept bars, supermarkets and hypermarkets where fans will be able to try the all-new Somersby Sparkling Rosé, conducted from December 2017 to February 2018.

Somersby Sparkling Rosé will be available across Peninsular Malaysia for a limited period of 6 months in individual bottles (330ml), 4-bottle pack and 2-bottle pack at leading hypermarkets and supermarkets, as well as 100 premium restaurants and concept bars. 2-bottle pack will only be available in 7-Eleven convenient stores. Somersby Sparkling Rosé will retail at a similar price point to Somersby Apple and Somersby Blackberry for this 6 month period.

Visit Carlsberg Malaysia’s Facebook page to learn more about the newest member of the Somersby family on www.facebook.com/SomersbyMy or www.carlsbergmalaysia.com.my.

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

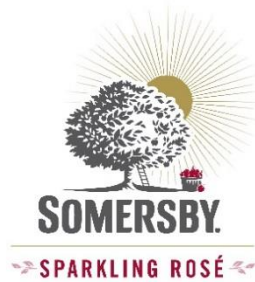
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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer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

供即刻发布



SOMERSBY SPARKLING ROSÉ 进驻亚洲第一个市场 - 马来西亚

悠闲与高雅的风格，为清新、趣味和优质的 Somersby 品牌增添一丝优雅，正好让您在欢庆圣诞及新年时增添光彩！

吉隆坡，2017 年 11 月 30 日 - 马来西亚的苹果酒爱好者们，欢庆的佳节已经到来，我们为您的圣诞节和新年庆典带来了最完美的饮品！Somersby 通过推出全新的 Somersby Sparkling Rosé，引领苹果酒创新潮流，这是一款悠閒于高雅的粉红气泡酒，特为喜受细密口感的味蕾而设，同时仍保留你所熟悉和期待的 Somersby 清爽口味。

你通常预期 Somersby 是一种甜味苹果酒，但这款最新推出的产品不仅是 Somersby 的另一种口味。Somersby Sparkling Rosé 是一种半甜的粉红气泡酒，融合了香甜多汁的红樱桃与清新花香。它的口味完美平衡，和其它产品完全不同，不会太甜，不会太涩，展现出独特的口感，和气泡葡萄酒风格相似，但更轻淡和更清爽。

为了庆祝 Somersby Sparkling Rosé 在马来西亚推出，一场盛大隆重的推介仪式在敦拉萨路的 Roofino@Trillion 举行，现场设计是一个令人惊艳的果园概念，展现出春天般的气氛。约 300 位嘉宾出席了这场盛会，包含了来自媒体、贸易伙伴和 Carlsberg 的代表，他们盛装打扮，穿上了最悦目的粉红色服装，以配合当晚的主题。

马来西亚 Carlsberg (皇帽集团) 董事经理雷盟 (Lars Lehmann) 在推介盛会上透过 3D 视频投影映射出一个震撼性的酒瓶，宣示全新的 Somersby Sparkling Rosé 来到大马。同时，一瓶瓶芬芳粉红气泡酒在烟火四射的陪衬下，送上给期待已久的宾客，让他们细细品味这款悠闲与高雅的粉红气泡酒。

雷盟：“Somersby 坚持在马来西亚建立最畅销苹果酒的声誉，通过推出各种产品，不断为消费者带来新的振奋和体验。今天，我们很高兴向马来西亚消费者推介 Somersby Sparkling Rosé，这是最适合庆祝圣诞及新年的饮品，也适合在下班后和知己好友共聚小酌，或配合轻便小食一起饮用。这个行业不断演进的喜好和需求，促使我们能够创新，如今更通过这个最新的产品，提供可作为葡萄酒，气泡酒，香槟和鸡尾酒的上佳取代选择。”

为了让宾客体验到最好的味道和香气，当晚的 Somersby Sparkling Rosé 都是以冷冻过的高雅高个酒杯盛装。这场盛会在流行爵士乐的曲调下结束，宾客们亲切交流和畅饮欢度良宵。

配合这次的推介仪式，各种内容和比赛将在社群管道和数数平台展开，以振奋和吸引 Somersby Sparkling Rosé 的酒迷。Somersby 也将在高级餐厅、概念酒吧、霸级市场和超市进行试饮活动，酒迷们可以在 2017 年 12 月和 2018 年 2 月期间试饮全新的 Somersby Sparkling Rosé。

Somersby Sparkling Rosé 将在马来半岛销售，销售期只有 6 个月，分别单瓶装 (330 毫升)，4 瓶装和 2 瓶装，可在首要霸级市场和超市，以及 100 家高级餐厅和概念酒吧买到。7-Eleven 便利店只出售 2 瓶装。Somersby Sparkling Rosé 在这 6 个月销售期间内的零售价和 Somersby Apple 及 Somersby Blackberry 相同。

请到马来西亚 Carlsberg 的脸书专页 www.facebook.com/SomersbyMy 或 www.carlsbergmalaysia.com.my 以了解更多关于这个 Somersby 新成员的信息。

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。