

FOR IMMEDIATE RELEASE

Press Statement 23/2023

10 October 2023

Page 1 of 4

## Score a Brand-New Ride by Celebrating Apple Day with Somersby

**Somersby just got juicier with prizes worth more than RM250,000 up for grabs for cider lovers this October.**

SHAH ALAM, 10 October 2023 – Somersby, the town's beloved cider, renowned for its iconic apple tree and wide range of fruity flavours, is joyfully celebrating Apple Day in a lively and uplifting manner. With the chance to ride off into the sunset and set out on an exhilarating new journey, this year's Apple Day celebration is brimming with crates of fruity treasures, offering consumers a vibrant adventure with eight units of Vespa Primavera to be won! Isn't that wonderful!

Dedicated to celebrating the luscious fruit that brings joy to most, Apple Day, an annual festival held on 21<sup>st</sup> October, presents the perfect occasion for Somersby to spread positivity and optimism through its extensive flavour repertoire. Recognised for its uplifting disposition and enjoyable and refreshing taste, Somersby remains the top pick for those in search of a delightfully refreshing beverage, where fans can kick back, let loose, and savour all the bountiful rewards Apple Day brings!

"Somersby has always encouraged celebrating life's moments with a touch of joyful spontaneity, and we believe that our consumers truly embrace that principle. As a brand that continues to innovate through our versatile range of products that connect with youthful energy, we hope that this campaign brings a little extra sunshine and fun into the lives of cider lovers around Malaysia. This is one of the main reasons why we are rewarding consumers the ultimate expression of freedom, a brand-new Vespa Primavera" commented Olga Pulyaeva, Marketing Director of Carlsberg Malaysia.

With only a few weeks left to go until the end of October, consumers are urged to hurry and join the search for their lucky apple. With purchase of any two units of Somersby cider, and a quick upload of the receipt, cider lovers could be cruising away with their share of RM100,000 Touch N' Go e-wallet credit in their pockets or, be one of the grand prize champions, riding into the sunset on a Vespa Primavera worth an astonishing RM18,300 each. Best of all, everyone gets to win a prize when they dive into the funtastic final month of this incredible promotion, celebrating Apple Day with Somersby!

To learn more about the promotion and participate in this thrilling Apple Day celebration, please visit Somersby's official promotion website at [www.somersbymalaysia.com](http://www.somersbymalaysia.com) or follow the Facebook and Instagram pages at <https://www.facebook.com/SomersbyMy> and <https://www.instagram.com/somersbmy/> for interesting updates.

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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For more information, please scan:



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### About Carlsberg Malaysia

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 Hong Kong, Taiwan, Laos, Cambodia, and Thailand.

Our international portfolio of brands features Probably The Best Beer in The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner. This Carlsberg trio is complemented by international premium brews including France’s premium wheat beer 1664 Blanc, 1664 Rosé, Japan’s No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor’s Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout 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](http://www.carlsbergmalaysia.com.my).

## 与 Somersby 一起欢庆苹果节，赢取全新摩托车

Somersby 在这个 10 月份准备了丰富的活动，为苹果酒爱好者提供了价值超过 RM250,000 的奖品。

(莎亚南 2023 年 10 月 10 日讯) - 本地备受喜爱的苹果酒，Somersby，以其标志性的苹果树和多种水果口味而闻名，正以热闹和振奋的方式欢庆苹果节。今年的苹果节庆祝活动充满了丰富的宝藏，为消费者提供了活力的冒险，将有机会在夕阳中踏上令人兴奋的新旅程，赢取八辆 Vespa Primavera! Isn't that wonderful!

每年 10 月 21 日的苹果节，意于庆祝这个为大众带来欢乐的甘美水果，也为 Somersby 提供了通过其丰富的口味传递正能量和乐观精神的机会。因其令人愉快和清爽的口味，对于那些寻求令人清爽的饮料的人而言，Somersby 仍然是首选，粉丝们可以放松身心，尽情享受苹果节带来的丰厚奖励!

马来西亚 Carlsberg 集团市场总监奥加尔 (Olga Pulyaeva) 表示，“Somersby 一直鼓励以一种自发的快乐来庆祝生活的时刻，我们相信我们的消费者认同这一原则。作为一个不断创新且通过我们年轻活力相连接多样化产品的品牌，我们希望这项活动为马来西亚各地的苹果酒爱好者的生活带来更多阳光和乐趣。这也是为什么我们奖励消费者——全新 Vespa Primavera 的主要原因之一。”

距离 10 月底结束仅剩几周，敦促消费者赶紧加入寻找幸运苹果的活动。只需单张收据，购买任意两样 Somersby 果酒，登录官网，苹果酒爱好者们将有机会赢取一部分总值 RM100,000 的 Touch N' Go 电子钱包，或者成为大奖得主之一，骑上价值 RM18,300 的 Vespa Primavera 驶向夕阳。最棒的是，每个人都有机会在这最后一个月的促销活动中赢得奖品，并与 Somersby 一起欢庆苹果节!

想了解更多关于这个令人兴奋的苹果节庆祝活动的促销信息并参与其中，请访问 Somersby 的官方促销网站 [www.somersbymalaysia.com](http://www.somersbymalaysia.com)，或关注 Facebook 和 Instagram 页面，网址分别为 <https://www.facebook.com/SomersbyMy> 和 <https://www.instagram.com/somersbymy/>，以获取更新。

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#理性饮酒，“酒后不开车，平安到永久”!

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更多资讯，请扫描：





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