

**FOR IMMEDIATE RELEASE**

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## Express #ThatWeekendFeeling with Somersby Cider

### Somersby Cider Uplifts Everyone's Spirits Through its #ThatWeekendFeeling Campaign

**Petaling Jaya, 3 August 2016** — Craving for the weekend? You don't have to wait! Somersby, the country's fastest growing cider is rejuvenating consumers' spirits through #ThatWeekendFeeling campaign - a series of activations that capture #ThatWeekendFeeling anytime, any day with its sweet, bubbly and naturally refreshing cider.

#ThatWeekendFeeling campaign, launched in 2015, has been well received, leading to the cider brand enjoying strong double-digit growth over the same period last year. The brand entered its second phase of the campaign by unveiling its revolutionary drinking ritual at the launch in Tavern 13 in Petaling Jaya which was attended by 200 people comprising of media and consumers. Staying true to its fun and quirky personality, guests were introduced to Somerita - a fun drinking ritual of a Somersby bottle literally served upside down over crushed ice. Unexpected, extremely fresh and well-balanced, this entirely uplifting ritual can now be enjoyed in selected modern bars and restaurants across Malaysia!

On a mission to master that weekend feeling, the beloved cider also kicked off its second phase of the campaign by encouraging fans to share their weekend feeling through a variety of fun filters on its microsite and stand a chance to win amazing prizes! Starting today through September, fans can visit [www.somersby.com.my/thatweekendfeeling](http://www.somersby.com.my/thatweekendfeeling) to share #ThatWeekendFeeling. The interactive tool allows fans to take fun photos, edit with fun filters and receive a GIF featuring their photos to share and spread #ThatWeekendFeeling to family and friends on social media.

The top three posts with the highest likes will win a party worth RM1,500 each in the month of August. The fun does not stop there! For top 30 posts with the highest likes, Somersby will also be extending an exclusive invitation to them and four of their buddies to attend a one-of-a-kind fun-filled barbeque and food truck get-together session in the month of September.

"Natural, sweet and refreshing – Somersby gives you that familiar bubbly feeling you enjoy so much especially during the weekends. We are deliberately using light hearted ways to engage with our consumers because this is exactly what the brand stands for – fun and quirky. The concept is so

simple, yet uplifting. So grab a few friends and chill with Somersby Cider anytime of the week – the shortcut to give you #ThatWeekendFeeling,” said Juliet Yap, Marketing Director of Carlsberg Malaysia.

During the launch, guests were also treated to Somersby Blackberry cider, a variant introduced end last year as limited edition, and is now back by popular demand. Available in 330ml bottles, Somersby Blackberry will be made available permanently across major supermarket chains. Fruity with a breadth of freshness and a mild taste of blackberry, Somersby Blackberry with its 4.5% alcohol content lives up to the brand’s reputation of spreading joy and sunny togetherness whenever it is served.

Tantalising consumers taste buds further, Somersby Apple Cider is now made available in 320ml can at 4.5% ABV, available across major supermarket chains.

For more information on Somersby Cider, please visit [www.facebook.com/SomersbyMY](http://www.facebook.com/SomersbyMY) or join in the fun and express your weekend feeling via the microsite at [www.somersby.com.my/thatweekendfeeling](http://www.somersby.com.my/thatweekendfeeling).

#### **About Somersby Cider**

Somersby, the fastest growing cider in Malaysia, is a refreshing alcoholic drink made from fermented fruit juices and natural fruit flavouring. Best served over ice, with 4.5% alcohol, Somersby Cider 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 is available in Apple and Pear flavours.

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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, Somersby, Asahi Super Dry 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](http://www.carlsbergmalaysia.com.my) .

## 畅饮 Somersby 果酒传达#ThatWeekendFeeling

### Somersby 果酒透过#ThatWeekendFeeling 活动让大家悠然自得

八打灵再也，2016年8月3日 - 周一就开始期待周末？这一次不需要再久等了！国内增长最快的 Somersby 果酒将展开新的#ThatWeekendFeeling 活动，以让消费者在清甜、气泡及天然清爽果酒活化之下，随时随地在每一天和每一个时候捕捉到周末的悠然自得。

自 2015 年开始展开的#ThatWeekendFeeling 活动广受好评，助 Somersby 品牌按年取得强劲的双位数增长。进入活动第二阶段，此品牌在八打灵再也 Tavern 13 活动推介礼上公布其创新的饮用方式，此活动约有 200 名媒体、消费者及宾客出席。忠于品牌有趣及活力的特征，正式向宾客们推介”Somerita” - 将酒瓶倒插入放满碎冰的酒杯，以有趣方式畅饮 Somersby。入口的感觉格外清爽并恰到好处，现在消费者可在全马特定酒吧及餐厅，以此特别方式饮用 Somersby。

为了让消费者更明白接下来的活动，品牌也鼓励粉丝透过微网内各种有趣滤镜，分享他们在周末时的好心情，并且有机会赢取可观奖品！从即日起至 9 月，粉丝们可浏览 [www.somersby.com.my/thatweekendfeeling](http://www.somersby.com.my/thatweekendfeeling) 分享#ThatWeekendFeeling。粉丝们可在这项互动工具中拍下有趣照片，以好玩的滤镜编辑照片并取得一个 GIF 图档，可在社交媒体上与家人及朋友分享#ThatWeekendFeeling。

成功取得最多按赞数的前三个贴文，奖品将会是在 8 月举办一场总值 1500 令吉的派对。有趣的不只是这样而已！按赞数最多的前三十个贴文，将在 9 月份获 Somersby 独家邀请，携 4 名友人出席独一无二的烧烤及餐车聚会。

大马 Carlsberg 市场总监叶霁涵在推介礼时说：“天然、香甜及清爽的 Somersby，给人一种周末时悠然自得的感觉。我们特地选用轻松方式宣传这活动，以拉近与消费者的距离，因为这

完全是此品牌的精神所在，好玩有趣且活力充沛，概念简单又令人振奋。今天就召集三五好友一起享受 Somersby 果酒，马上就可以让你有#ThatWeekendFeeling。”

宾客们在推介礼上亦享用到去年底以限量版出售的 Somersby 黑莓果酒，该产品循众要求将重新推出，成为正式产品，以 330 毫升瓶装出售，各大超级市场均有出售。Somersby 黑莓果酒酒精成份为 4.5%。其果香风味透著清新感，加上所散发出来的黑莓果香气，使消费者到何处饮用皆可感受到愉悦的心情。

此品牌亦将继续挑逗消费者味蕾，Somersby 苹果酒现已经以 320 毫升罐装销售，酒精含量 4.5%。

欲知更多关于 Somersby 果酒资讯，请浏览 [www.facebook.com/SomersbyMY](http://www.facebook.com/SomersbyMY) 或登录微网 [www.somersby.com.my/thatweekendfeeling](http://www.somersby.com.my/thatweekendfeeling)，与我们同时行乐及抒发您的周末好心情。

### 关于 Somersby 果酒

Somersby，国内增长速度最快的果酒，是一个以发酵果汁还有天然水果调味酿制的清爽酒精饮料，最适合加冰饮用。Somersby 果酒酒精含量为 4.5%，香甜清爽且没有喝完啤酒过后的苦涩感，为啤酒以外较容易饮用的气泡饮料，是个适合在任何一天的任何时刻畅饮的酒精饮品。Somersby 果酒也有苹果及啤梨口味。

若有任何疑问，请联络：

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