

FOR IMMEDIATE RELEASE

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Wel-Kam the Auspicious Year of the Dragon with a Special Edition Chinese New Year Flavour, Somersby Mandarin Orange 0.0's!

Available only throughout the festive season, this innovative edition offers the perfect zesty punch to usher in prosperity and happiness.

SHAH ALAM, 12 January 2024 – As festive red lanterns go up and mesmerising lion dancers twirl marking the arrival of Chinese New Year (CNY) each year, one essential element steals the spotlight – mandarin oranges. Let's get ready for the ultimate CNY celebration as Somersby 0.0 unveils the showstopper of the season – its new limited flavour Somersby Mandarin Orange 0.0!

Brimming with optimism in a can, the innovative Somersby Mandarin Orange 0.0 is an open invitation to enjoy light-hearted and playful moments thoroughly. With tons of fun and lively family reunions and get-togethers lined up to celebrate the Year of the Dragon, this refreshing new taste is the perfect addition to celebrations. That's not all - Mandarin oranges, also known as 'KAM' in Cantonese, are synonymous with gold and considered a symbol of prosperity, adding that extra layer of significance to CNY! Isn't that wonderful!

Sure to add a zesty and citrusy twist to consumers' festivities, this non-alcoholic, sparkling drink is bursting with fruity goodness. The aroma exudes delightful mandarin orange notes, while the crisp taste combines sweetness with the tanginess of citrus fruits, offering consumers heaps of 'huat', fun, and happiness. Best served over ice, this refreshing beverage can be savoured on its own or as a complement to delicious CNY food.

"This CNY, Somersby Mandarin Orange 0.0 brings buzzing excitement to alcohol-free drinkers with its pleasant sparkling sweetness, making it a perfect KAM-panion to Wel-KAM the festivities, whilst offering a cool and refreshing touch to combat the hot weather. This is our way of wishing our consumers more 'ong' [prosperity in English] and an abundance of happiness in 'wel-KAM-ing' the lunar new year," commented Stefano Clini, Managing Director of Carlsberg Malaysia.

Adding more excitement to the occasion, Somersby 0.0 has collaborated with JYNNS to offer a unique JYNNS X Somersby Wel-Kam Prosperity Bucket for just RM128 per set. Each exquisite set boasts four bottles of JYNNS Crown Supreme Bird's Nest with Korean Red Ginseng & White Fungus, two cans of Somersby Apple 0.0, and two cans of Somersby Mandarin Orange 0.0. To top it off, shoppers will immediately receive a free JYNNS Crown Supreme Bird's Nest Beverage Set.

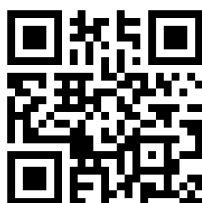
Take advantage of the exclusive chance to savour the delightful Somersby Mandarin Orange 0.0, available exclusively during the festive season of CNY. Get it now from the official Shopee store or selected super and hypermarkets before it runs out! To find out more about Somersby Mandarin



Orange 0.0 and its CNY offerings, like and follow SomersbyMY on Facebook at www.facebook.com/SomersbyMy and Instagram at www.instagram.com/somersbymy.

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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 Sapporo Premium Beer, 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.

Somersby Mandarin Orange 0.0 农历新年限定口味 迎接 “桔” 祥龙年!

这款创新限定口味仅在农历新年期间销售，为迎来繁荣和幸福

(**莎亚南 2024 年 1 月 12 日讯**) 在喜庆的灯笼高高挂起及舞狮的翻腾起舞的农历新年来临之际，一个必不可少的元素-桔子，也代表着新年的标志，寓意在新的一年里吉祥如意，好运连连。为了增添龙年“桔” 祥喜悦，Somersby 0.0 推出全新农历新年限量版口味 Somersby Mandarin Orange 0.0 (桔子气泡饮料)。

每一罐 Somersby Mandarin Orange 0.0 农历新年限量版口味都充满清新愉悦，邀请消费者尽情享受轻松自在的好玩时刻。为了庆祝龙年的到来，这款限量版口味将会是亲朋好友聚会活动的最佳选择。不仅如此，作为传统吉祥物，桔子的“桔”与广东话的“金”同音，寓意着大吉大利，也为新春佳节增添喜庆。

这款不含酒精的桔子气泡饮料果香味十足，必将为消费者的佳节喜庆增添桔子趣味。在散发出美好桔子香气之余，清新爽口的它也带有浓郁香甜桔味，为消费者带来更多福气和喜乐。该气泡饮料加入冰块一起喝，口感更佳，既可单独享用，也可搭配美味过年佳肴。

马来西亚 Carlsberg 集团董事经理葛利尼 (Stefano Clini) 表示：“今年的农历新年，Somersby Mandarin Orange 0.0 通过美好气泡甜味为不喝含有酒精的消费者注入活力趣味，使其成为增添‘桔’ 祥气息的佳节良伴，同时为炎热的天气带来清凉爽快感。除了带出桔子的吉祥精髓，我们也以此祝福消费者在新的一年里财源广进、幸福美满，‘桔’ 祥 ‘苹’ 安。”

为了添加更多乐趣，Somersby 0.0 与金氏 JYNNS 合作，推出只需 128 令吉的价格就能购买一份独特金氏 JYNNS X Somersby 桔祥苹安礼盒 (Wel-Kam Prosperity Bucket)。每份礼盒含有 4 瓶金氏一品燕韩国高丽参精华 (JYNNS Crown Supreme Bird's Nest with Korean Red Ginseng & White Fungus)、2 罐 Somersby Apple 0.0，以及 2 罐 Somersby Mandarin Orange 0.0。同时，消费者还能立即免费获得一份金氏一品燕窝饮套组 (JYNNS Crown Supreme Bird's Nest Beverage Set)。

抓紧独家机会，享用限定于此佳节售卖的清爽 Somersby Mandarin Orange 0.0。赶快在 Shopee 官方网站或指定超市霸市入手，以免一罐难求！欲知更多关于 Somersby Mandarin Orange 0.0 以及相关农历新年好康，点赞跟踪 SomersbyMY 脸书专页 (www.facebook.com/SomersbyMy) 以及 Instagram (<http://www.instagram.com/somersbymy>)。

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请扫描:



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