

FOR IMMEDIATE RELEASE

Press Statement 16/2022

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It's Fun, It's New, It's Refreshingly More...It's Somersby 0.0!

Chill-out with Somersby 0.0 anytime, anywhere and relish the same good taste of Somersby Apple, now excitingly non-alcoholic

KUALA LUMPUR, 19 May 2022 – Get ready for a whole new world of fun as Somersby launches another progressive new variant, the brand's second product innovation this year! Offering consumers optimism in a can, the alcohol-free Somersby Apple 0.0, brewed with premium non-alcoholic fermented apple juice, gives more spunk and zest with its pleasant sparkling sweetness for a refreshingly different thirst quencher.

Known for its enjoyable and cheerful traits, Somersby 0.0 maintains the brand's true essence; a sparkling fruit beverage that comes with the finest ingredients and limitless enjoyment. Somewhat akin to a cider mixed with a spritzer, Somersby Apple 0.0 has the celebratory feel of a bottle of sparkling drink with its charming sweetness and is refreshingly more non-alcoholic.

Spotted with a fresh blue hue on its packaging, signifying alcohol-free universally, Somersby Apple 0.0 is brewed with premium apple juice, without any form of alcohol-based liquid added into it. Classified under the soft drink category, it is a sparkling juice drink perfect for anyone looking to enjoy the moment, anytime, anywhere, and any way they like for a 'Refreshingly More' experience.

"Alcohol-free beverages are growing in popularity globally as consumers have greater interest on wellness and alcohol-free choices. Building on the growth momentum of our stellar Somersby Apple brand, we believe this is the perfect time to introduce an alcohol-free sparkling fruit drink variant. Somersby 0.0 offers the refreshing taste and same premium quality of Somersby Apple that complement all types of drinking occasions and lifestyles as it is non-alcoholic," said Stefano Clini, Managing Director of Carlsberg Malaysia.

"Choosing Somersby as the brand for our first foray into the non-alcoholic beverage category adds icing on the cake to our portfolio brands. Our emphasis on innovation and quality goes beyond just producing great beer. The Somersby 0.0 alcohol-free beverage gives us the opportunity to deliver new revenue by venturing into an untapped market. It also enables us to be a committed brewer in advocating responsible consumption," added Clini.

Held at Popsicola.KL, customers, members of the press and guests were treated to a lively pool party that depicted the creative nature of the brand with non-alcoholic 0.0 signs spotted around the venue. Laced with treats and goodies, like any good chill-out session would be, Somersby Apple 0.0 made an impressive splash alongside great food, groovy music and an echo of enthusiastic chatter around the innovative mocktails and slushies concocted with Somersby 0.0.



Somersby Apple 0.0 is now available in the fruitful form of 320ml cans, 4-pack cans and a carton, in stores nationwide.

From now until the end of June, consumers who purchase any two 4-can pack of Somersby Apple 0.0 will be able to redeem a cool and exclusive Somersby 0.0 Slushy Maker. There will also be sampling opportunities for consumer around the town's hottest spots to give consumers a taste of the latest Somersby addition, so be on the look-out!

Promising a fun, new adventure, the Somersby Apple 0.0 is best served over ice and is an easy-to-drink non-alcoholic beverage that can be savoured anytime, anywhere.

For the latest Somersby promotions and activities, follow SomersbyMY on Facebook www.facebook.com/SomersbyMy and Instagram www.instagram.com/somersbymi. Learn about Somersby 0.0 at www.somersby00malaysia.com.

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For more communication materials, scan here:



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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, 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

好玩崭新 加倍清爽 Somersby 0.0 正式登场！

随时随地与 Somersby 0.0 共度悠闲时光，享受与 Somersby Apple 相同口味的无酒精气泡饮料。

（吉隆坡 19 日讯）准备好迎接新乐趣！Somersby 再次推出另一款产品，也是该品牌今年第二个创新产品。以不含酒精的优质发酵苹果汁酿制，无酒精的 Somersby Apple 0.0 是一款别致的气泡饮料，加上甜美的口感，为消费者带来更多正能量、更多活力！

以其享受欢乐的特征而闻名，Somersby 0.0 保持着该品牌本质，即一款充满优质成份、无限享受的气泡水果饮料。有如加入了气泡水的苹果汁，Somersby Apple 0.0 具有汽水般的欢乐、迷人的甜味，带来更清爽的无酒精体验。

以优质发酵苹果汁酿制、不添加任何含有酒精液体的 Somersby Apple 0.0，包装注入了清新的蓝色元素，与全球无酒精代表色一致。被归类为气泡饮料的它，适合任何欲即刻享乐的一众，随时随地以自己喜欢的方式，尽享更清爽体验。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）指出，“随着消费者对健康、无酒精的选择更感兴趣，无酒精饮料在全球越来越受欢迎。在 Somersby 品牌增长势头的基础上，我们相信这是完美时机，推出一款无酒精气泡水果饮料。Somersby 0.0 有着 Somersby Apple 的清爽口味和同样优质，无酒精的它也适合各种场合和生活方式。”

葛利尼补充，“选择 Somersby 作为我们首个进军非酒精饮料的品牌，也让我们的旗下品牌更多元化。我们对创新和品质的注重，不仅在于酿造好啤酒。无酒精的 Somersby 0.0 气泡饮料更是让我们有机会进入尚未发掘的市场并带来新收入，同时也让我们成为致力于提倡理性饮酒的酿酒商。”

一众消费者、媒体朋友及宾客在 Popsicola.KL 举办的泳池派对尽情享乐，活动现场随处可见该品牌创意地展现代表无酒精的 0.0 标志。那么美好的悠闲时光，当然少不了各种好料好康，Somersby Apple 0.0 泼出了一场好玩的派对，在美食和音乐的伴随下，以 Somersby 0.0 调制的创新无酒精鸡尾酒和冰沙饮料，成为了出席者的对话焦点。

320 毫升罐装的 Somersby Apple 0.0 现已在全国上架，分别以单品、4 罐装，以及一箱出售。

即日起至 6 月尾，购买任何 2 份 4 罐装 Somersby Apple 0.0 的消费者，可兑换超酷的独家 Somersby 0.0 冰沙杯（Slushy Maker）。各项品尝活动也将于城市里最热门地点展开，让消费者有机会试一试这款 Somersby，所以记得留守最新消息！



承诺献上好玩新体验，Somersby Apple 0.0 是一款可以随时随地享用的顺口无酒精苹果味气泡饮料，冰饮口感更佳。

欲知 Somersby 最新促销和活动，欢迎跟踪 SomersbyMY 脸书 (www.facebook.com/SomersbyMy) 以及 Instagram (www.instagram.com/somersbmy)。浏览 www.somersby00malaysia.com 以更了解 Somersby 0.0。

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