

**PRESS
RELEASE**



SOMERSBY BRUNCH CLUB: SWEET ENDING TO A WICKED WEEKEND

The Roof introduces new Signature brunch menu pairing with Somersby Apple Cider

PETALING JAYA, 8 December 2013: Fans of Somersby Apple Cider experienced a Sunday like never before where family and friends, media and bloggers rendezvous at the brand new dining restaurant, Signature at The Roof's melodious and interactive Somersby Brunch Club session. This brunch club series is the fourth session of the year, past three were held in KL and Penang.

Somersby Brunch Club is a platform for cider enthusiasts and brunch lovers to gather together for good food, great cider on a lazy Sunday afternoon. Similar to its Brunch Club sessions held at Marmalade Café and Delicious Café in October and EuroDeli Café, Penang in November, unassuming guests were pleasantly surprised by a host of Somersby games which filled guests with fun and laughter. The experience of brunch could not be more refreshing and relaxing with the one of a kind kitchen musical by Jeremy Teo of Red FM and Malaysian singer songwriter Chelsia Ng added that special twist to a typical Sunday afternoon. It was truly an outstanding episode that left guests with an unforgettable impression of their weekend.

Eugene Lim, Brand Manager Somersby Apple Cider commented, "The concept of brunch club is to create a new drinking occasion, an ideal platform for consumers to try and enjoy the refreshing taste of cider while having their meal in a relaxing ambience during brunch. We've learned more about our consumers and their likings for cider through our interactions with them by offering them a unique cider and food pairing. Since its introduction in July last year, we are pleased that Somersby Apple Cider has performed above expectations and now becoming the country's fastest selling cider."

For this brunch session, Somersby Brunch Club's partnered restaurant – Signature @ The Roof introduced their new Brunch Menu that presents an array of tantalizing dishes, specially paired with Somersby Apple Cider, the sweet refreshing cider in town. It is expected to turn a mellow Sunday into a lively one.



The complete Brunch Menu, which will be made available soon, offers fourteen lip smacking dishes ranging from sandwiches, salads to the exotic Mediterranean Grilled Salmon, accompanied with a bottle of Somersby Apple Cider; the perfect menu for a sweet ending to a wicked weekend.

Dax Lee, Director, The Group F&B said, “We built The Roof to become the epitome of Kuala Lumpur’s premium dining and entertainment scene that offers the ultimate lifestyle experience. Today, we are proud to partner with Somersby to launch Signature by The Hill’s brunch menu and available every Saturday and Sunday”.

In addition, coinciding with the coming Christmas festivity, Somersby Apple Cider will call for its lovers and supporters to buy a book for charity and exchange it for a bottle of Somersby Apple Cider at Pavilion KL, Level 3 Fashion Avenue from 13th to 26th December 2013. Fans of Somersby Apple Cider can find out more by logging onto <https://www.facebook.com/SomersbyMy>

About Somersby Cider

Somersby Apple Cider is a refreshing alcoholic drink made from fermented apple juice. Best served over ice, Somersby Apple 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 for brunch, afternoons and happy moments with friends. A fully imported premium cider from Sweden, Somersby Apple cider contains no artificial sweeteners, flavours or colourings.

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries, please contact:

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