

FOR IMMEDIATE RELEASE

Press Statement 26/2022

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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 available in Sabah

KOTA KINABALU, 22 July 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 Sabahan 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 drink 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 fruit drink with its charming sweetness and refreshingly more non-alcoholic.

Spotted with a refreshing 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 'Refreshing 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. We are also extremely glad to be back again to introduce a new product here in Sabah, just two months after we presented our limited-edition Kaamatan Festival cans," said Olga Pulyaeva, Marketing 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 Pulyaeva.

Held at Hilton Kota Kinabalu's Rooftop Poolside Bar & Grill, guests and members of the press were treated to a fun upbeat party that depicted the creative nature of the new non-alcoholic Somersby Apple 0.0. Laced with great vibes and cheerful chatter, like any good chill-out session would be, Somersby Apple 0.0 made an impressive debut into the Sabah market.

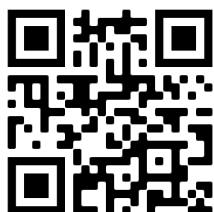
Somersby Apple 0.0 is now available in the fruitful form of 320ml cans, 4-pack cans and a carton, in stores nationwide.

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](http://www.facebook.com/SomersbyMy) and Instagram [www.instagram.com/somersbymi](http://www.instagram.com/somersbymi). Learn about Somersby 0.0 at [www.somersby00malaysia.com](http://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](http://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，如今已在沙巴上架

（亚庇 22 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，为沙巴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 集团市场总监 Olga Pulyaeva 指出，“随着消费者对健康、无酒精的选择更感兴趣，无酒精饮料也在全球越来越受欢迎。在 Somersby Apple 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。我们也非常高兴，在推出限量版丰收节包装的两个月后，再次回到沙巴推介新产品。”

她补充，“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。”

在亚庇 Hilton 酒店的 Rooftop Poolside Bar & Grill 举办的好玩动感派对，不仅彰显全新无酒精 Somersby Apple 0.0 的创意本色，也目睹一众宾客和媒体朋友尽情享乐。与任何美好悠闲时光一样，该活动充满良好气氛及欢声笑语，Somersby Apple 0.0 在沙巴市场首次面世，就留下了令人深刻的印象。

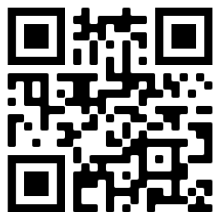
320 毫升罐装的 Somersby Apple 0.0 现已在全国上架，分别以单品、4 罐装，以及一箱出售。

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](http://www.facebook.com/SomersbyMy)) 以及 Instagram ([www.instagram.com/somersbymy](http://www.instagram.com/somersbymy))。浏览 [www.somersby00malaysia.com](http://www.somersby00malaysia.com) 以更了解 Somersby 0.0。

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