

FOR IMMEDIATE RELEASE

Press Statement 19/2024

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Get A Taste of the Tropics with Somersby's Limited-Edition Pineapple & Lime!

Cider lovers in Malaysia are in for a treat this July with the launch of a refreshingly juicy limited-edition flavour.

SHAH ALAM, 10 July 2024 – Get ready to indulge in a tropical adventure with Somersby, Malaysia's premium cider brand! Somersby cider, best known for its creative variant innovations, debuts a refreshingly new flavour this July – the limited-edition Pineapple & Lime. Cider lovers in Malaysia are the first in Asia to savour this new addition akin to sunshine bursting with wonder, in 320ml cans.

Somersby Pineapple & Lime cider presents the perfect tantalising fusion of the luscious sweetness of pineapple, harmoniously blended with the zesty tang of fresh lime. Perfect for any occasion, the 4.5% ABV cider is best served over ice for a juicy burst of vibrancy with every sip.

"At Somersby, we're obsessed about bringing innovative joy to fans, ensuring our consumers always have exciting new flavours to explore," said Olga Pulyaeva, Marketing Director at Carlsberg Malaysia. "As Malaysia's best-selling cider, we're ecstatic to introduce this limited-edition Somersby Pineapple & Lime cider, an offering that perfectly captures the tropical flavours Malaysians love."

Cider consumers are invited to drop by the one-of-a-kind *Tropical Adventure* pop-up at Pavilion Bukit Jalil from 19 to 21 July 2024 where they will be able to grab themselves a complimentary Somersby cider-infused popsicle, featuring a confetti of all the Somersby cider flavours, available to the first 300 visitors per day! Even sweeter, a special collaboration with *The Ice Cream Bar* will also give visitors an opportunity to savour a refreshing Somersby cider-infused sorbet.

What are you waiting for? Join in the tropical fun and stand a chance to win exclusive Somersby merchandise and products or create a refreshing Somersby cider at the *Make-Your-Own-Drinks* station. Isn't that wonderful.

There's more! Cider lovers can also redeem a free limited-edition Somersby Pineapple & Lime branded shirt with the purchase of any three 4-can pack of Somersby cider products, with at least two being Somersby Pineapple & Lime on Grab and Shopee. As a bonus, consumers can also stand a chance to win the tropical shirt through the photo contest by sharing their best snapshots with #SomersbyMY, #SomersbyPineappleNLime and #ThatsWonderful on social media from 19 July to 5 August 2024.

So, mark those calendars and rush to the nearest participating super- and hypermarkets or online stores from July onwards to stock up on the limited-edition Somersby Pineapple & Lime before it runs out!



For the latest Somersby promotions and activities, follow @SomersbyMY on Facebook www.facebook.com/SomersbyMy and Instagram www.instagram.com/somersbymi. Learn about Somersby and its refreshing range of ciders at www.somersby.com/my/.

At Carlsberg Malaysia, we advocate responsible consumption, always remember if you drink, don't drive – **#CELEBRATERESPONSIBLY**.

– End –

For more information, please scan:



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About Carlsberg Malaysia Group

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, and regional presence via exports.

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 and Wheat. Our international premium brews including France's premium beers 1664 BRUT, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together Towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

限量版 Somersby Pineapple & Lime 亮相 带您品尝热带风味

这个七月新款限量版口味登场，清爽多汁，为全马的果酒爱好者捎来喜讯

（**莎亚南 2024 年 7 月 10 日讯**）准备好与马来西亚优质果酒品牌 Somersby 感受热带风味！以独家创新口味而闻名的 Somersby，即将以全新清爽口味在这 7 月份亮相——新品限量版 Somersby Pineapple & Lime 黄梨和青柠口味。马来西亚的果酒爱好者有幸成为亚洲首批品尝这款新品的人群。它如同阳光般灿烂，充满惊喜。现已推出 320 毫升的罐装。

Somersby Pineapple & Lime 完美结合了甜美黄梨的热带风味，以及青柠的一丝酸爽。无论何时何地，这款酒精浓度为 4.5% 的果酒都将是最佳选择，加了冰块后口感更绝，清爽的口感简直令人畅快淋漓！

马来西亚 Carlsberg 集团市场总监奥尔加（Olga Pulyaeva）表示，“Somersby 热衷于创新，不断为果酒迷带来乐趣，确保消费者能持续发掘有趣且创新的口味。”她说，“作为全马最畅销果酒，我们很高兴推出 Somersby Pineapple & Lime 限量版果酒，完美地带出大马人所喜爱的热带风味。”

从 2024 年 7 月 19 日至 21 日，消费者将受邀前往吉隆坡武吉加里尔柏威年广场（Pavilion Bukit Jalil），踏上 Tropical Adventure 这场独一无二的快闪活动此外，还能免费领取冰凉的 Somersby 果酒冰棒，每天仅限于首 300 名到场者！先到先得！让这场活动更锦上添花的是 Somersby 也与 The Ice Cream Bar 特别合作，让到场者有机会品尝清爽的 Somersby 果酒口味冰糕（sorbet）。

赶紧一起前来感受热带趣味，在活动现场还有机会赢取独家 Somersby 周边商品及产品，或 Make-Your-Own-Drinks 自制清爽 Somersby 水果搭配果酒，Isn't that wonderful.

不仅如此，只要通过 Grab 及 Shopee 购买任何三份 4 罐装 Somersby 果酒产品，其中至少两份为 Somersby Pineapple & Lime，果酒爱好者还能免费兑换限量版 Somersby Pineapple & Lime 上衣。此外，消费者也可参加照相有奖竞赛。只需在社交平台上分享美照，并标记 #SomersbyMY、#SomersbyPineappleNLime 及 #ThatsWonderful，便可享有机会赢取这款限量版上衣。此活动期为 2024 年 7 月 19 日至 8 月 5 日。

立即标记下这些活动日期，并赶紧前往临近的各大超市，或通过电商平台入手限量版 Somersby Pineapple & Lime！售完即止。

欲知 Somersby 最新促销及活动，关注 @SomersbyMY 脸书专页（www.facebook.com/SomersbyMy）以及 Instagram 账号（www.instagram.com/somersbmy）。浏览 www.somersby.com/my/ 以进一步了解 Somersby 清爽果酒系列。

马来西亚 Carlsberg 集团提倡理性饮酒，时时刻刻牢牢记住“酒后不开车，平安到永久”！

#CELEBRATERESPONSIBLY.

欲获取更多资讯，请扫描以下二维码：



若有任何疑问，请联络以下人员：

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关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团（Carlsberg Brewery Malaysia Berhad）于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg 顺啤（Carlsberg Smooth Draught）、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责，时时刻刻牢记住“酒后不开车，平安到永久”！**#CELEBRATERESPONSIBLY**

我们拥有 640 名员工，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天”（Brewing for a Better Today and Tomorrow）宗旨，我们致力于实施“共同迈向并超越零目标”（Together towards ZERO and Beyond）ESG 计划，以实现到 2040 年全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。