



THE SEASON'S SWEETEST EXCHANGE

Join Somersby Apple Cider to swap 'Books for Cider' this Christmas

KUALA LUMPUR, 13 December 2013: Only five days after the exciting Somersby Brunch Club held to inculcate the habits of cider pairing with brunch, Somersby Apple Cider returns with the sweetest charitable campaign- "Books for Cider" that offers cider lovers a platform to help the underprivileged who are deprived of a source of knowledge. In the spirit of Christmas and as Malaysia's fastest growing cider brand, Somersby Apple Cider takes the initiative to lead a philanthropic project that cares for the underserved by donating books through 'One for One Books' program, a not-for-profit enterprise that believes that all should have access to good quality books regardless of their social economic background.

To spread the joy of giving and awareness of the 'Books for Cider' charity campaign, a Somersby Apple Cider booth and brand ambassadors took center stage at, Level 3, Fashion Avenue, Pavilion Kuala Lumpur to facilitate shoppers cum cider lovers to lend a helping hand while indulging in the refreshing taste of Somersby Apple Cider.

To support this campaign, make your way to the booth and purchase a book of your choice at RM10 in exchange for a free bottle of Somersby Apple Cider on the spot. Available for only 2 weeks, from 13 to 26 December 2013, the 'Books for Cider' campaign aims to receive the minimum target of 400 books through the swapping activity, jointly sponsored by Times Bookstore and raise donations through the sale of Somersby Apple Cider at Mercato supermarket in Pavilion Kuala Lumpur. For every bottle of Somersby Apple Cider sold during the promotion period, Mercato & Somersby will donate RM0.50 towards the "Books For Cider" charity campaign. 'Books and proceeds received will be channeled to underserved communities through One for One Books - www.oneforonebooks.org.

Juliet Yap, Marketing Director of Carlsberg Malaysia expressed, "A unique trait of Somersby Apple Cider is to celebrate merriness and spread happiness at every occasion of bringing people together. Through the 'Books for Cider' charity drive, we offer consumers the little extras in giving back to the society when celebrating Christmas, the festivity of giving. Since its launch in July last year, Somersby Apple Cider has performed above expectations and now becoming the country's favourite and fastest growing cider. To celebrate its success, Somersby's 'Books of Cider' charity campaign is the way we say thank you and giving back".

At the small yet meaningful launch ceremony, the first "Books for Cider" exchange was graced by Juliet Yap, together with Sherene Chew from Times Bookstore, Charles Van Coller from Mercato, and Kung Suan Ai from Pavilion Kuala Lumpur. The emcee of the launch,



Carey Ng, Miss Universe Malaysia 2013, who has been involved in charity activities, was also there to pledge her support alongside with the benevolent beauties of Malaysia – singer songwriter Chelsia Ng, Chloe Chen, Miss World Malaysia 2011 and Sharlin Dian, international model and TV host.

Somersby Apple Cider encourages you to come by with a big heart and do your part at the “Books for Cider” booth during this merry season. For more updates on the “Books for Cider” campaign, log 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 to enjoy at any moment of the day. A fully imported premium cider from Sweden, Somersby Apple cider contains no artificial sweeteners, flavours or colourings.

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