

FOR IMMEDIATE RELEASE

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## YEONJUN of TOMORROW X TOGETHER is Somersby Asia's New 'No-Nonsense' Ambassador

K-Pop fans in Malaysia are in for a treat as apple-loving K-Pop idol YEONJUN is the new face of Somersby

**SHAH ALAM, 1 JULY 2025** – Global K-Pop sensation YEONJUN of TOMORROW X TOGETHER has been unveiled as the new face of Somersby across Asia. The 4<sup>th</sup> generation K-Pop 'it-boy' brings his signature authenticity to Somersby's new 'No-Nonsense' campaign – a bold new stance that speaks directly to a generation seeking straightforward enjoyment over pretence.

At Somersby, the belief is simple— 'adulthood' is full of nonsense, overflowing with pressure and complication. It may be difficult to forget the over-the-top chaos of the everyday, but Somersby's here to prove that it gets a little better with a side of chilled, fruity refreshment that hits different every time. That's what the 'No-Nonsense' platform is all about, just easy-going moments, crisp apple refreshment, and a splash of carefree fun. Whether it's winding down after work, catching up on the weekend, or simply escaping the everyday—Somersby's here to remind you life doesn't always have to be so serious.

Bringing this spirit to life is YEONJUN, known for his cheeky humour, confident individuality, and yes, his love of apples. From swiping away ad clichés to keeping true to himself, he owns an energy that fits right in with what Somersby's all about: fun, no jargon, no pretending, and freedom from the fluff.

"As one of the world's most popular fruit-flavoured alcoholic beverages, Somersby continues to grow its relevance in Malaysia by tapping into authentic cultural voices and moments that matter," said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia. "YEONJUN isn't just a familiar face, he represents the generation that values authenticity, individuality, and playfulness. This isn't your typical celebrity endorsement. We're building something long-lasting, creating genuine connections with fans who crave fresh, meaningful experiences that go beyond just great taste."

The campaign kicks off with a fresh new film in which the K-Pop star tosses aside the usual ad tropes and does things the YEONJUN way, putting a refreshing 'No-Nonsense' twist on the nonsense we all go through. It's YEONJUN doing what he does best: being himself with a sense of humour and keeping it real, just like Somersby. Watch YEONJUN in Somersby's latest campaign film [here](#).

Ready for some real fun? Somersby is bringing its 'No-Nonsense, Just Great Taste' vibes to Pavilion Kuala Lumpur from 1 till 6 July 2025. Come celebrate unfiltered moments and share your own experiences of 'adulthood' nonsense to grab a complimentary can of Somersby 0.0.

That's not all! Somersby isn't about to leave K-Pop fans hanging, with exclusive Somersby with TOMORROW X TOGETHER's YEONJUN postcards up for grabs while stocks last from 1 till 31 July 2025. Available in four distinct designs, you can take home these iconic postcards by purchasing any 8 bottles or cans of any Somersby products in a single receipt.

For the latest Somersby promotions and activities, follow @SomersbyMY on Facebook [www.facebook.com/SomersbyMY](https://www.facebook.com/SomersbyMY) and Instagram [www.instagram.com/somersbymy](https://www.instagram.com/somersbymy). Learn about Somersby and its refreshing range of ciders at [www.somersby.com/my/](https://www.somersby.com/my/). All activities are open to non-Muslims aged 21 and above.



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

– End –

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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](http://www.carlsbergmalaysia.com.my)

## TOMORROW X TOGETHER 成员 YEONJUN 成为 Somersby 亚洲 No-Nonsense 新任大使

喜爱苹果的韩星 YEONJUN 成为 Somersby 新任品牌代言人 为马来西亚粉丝捎来好消息

（莎亚南 2025 年 7 月 1 日讯）全球当红 K-Pop 男团 TOMORROW X TOGETHER 成员 YEONJUN 正式成为 Somersby 亚洲地区全新品牌代言人！被封为韩男团第四代 IT boy 的他，将自己真实不做作的魅力，带到 Somersby 崭新“**No-Nonsense**”品牌理念，精准回应年轻世代对真实、轻松生活方式的渴望。

Somersby 不可否认，成年人的生活充满了挑战（所谓的“**Adulthood Nonsense**”），常常伴随着压力和各种复杂的事情。尽管日常喧嚣难以摆脱，Somersby 始终相信：一杯清爽的果酒，能让生活稍微更美好，而且每一次享用的感觉都别具风味。这正是“**No-Nonsense**”理念的核心——轻松自在的时光，清爽的果酒，还有一份随性的乐趣。无论是下班后的放松、周末的聚会，还是日常中的短暂逃离，Somersby 都在提醒您：生活不一定总是那么严肃。

YEONJUN 本人完美诠释了 Somersby “**No-Nonsense**”的理念，他的俏皮幽默、自信洒脱的风格，再加上对苹果的喜爱，没有夸张做作的广告桥段，只有保持真我、做回自己，YEONJUN 所展现出的活力契合 Somersby 理念，也就是乐趣无穷、不兜圈子、毫无伪装、毫不做作。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“作为全球最受欢迎果味酒之一，Somersby 继续在马来西亚提升品牌亲和力，并通过真实文化声音与关键时刻建立共鸣。”她说，“YEONJUN 不仅仅是广为人知的公众人物，他更代表着重视真实性、个性、趣味性的世代。这可不是一般的明星代言，我们正在打造一个长久的品牌体验，与渴望新鲜、有意义、不止于美味体验的粉丝，建立真实的连接。”

此次广告宣传由一支全新短片拉开序幕，短片中可见 YEONJUN 抛开惯常的广告套路，并以自己的风格呈现别具一格的“**No-Nonsense**”演绎。为观众带来一场轻松、真实的观影体验。他用一贯的幽默感与率真个性，演绎出 Somersby 品牌精神的最佳注解。点击此处观看 Somersby 与 YEONJUN 的新宣传短片：[Insert Link]

想来点真实现场乐趣的话，那就从 2025 年 7 月 1 至 6 日，亲临吉隆坡柏威年广场（Pavilion Kuala Lumpur），见证 Somersby 带出“**No-Nonsense, Just Great Taste**”氛围，一起来畅享真实时刻，分享您在成年生活中的趣事或小烦恼，就可换取一罐免费 Somersby 0.0。

好康不仅于此！Somersby 当然不会让粉丝失望，从 2025 年 7 月 1 日至 31 日，送出独家 Somersby 与 TOMORROW X TOGETHER 成员 YEONJUN 的精美明信片，送完即止。共有四款独特设计，只需单张收据购买任何 8 瓶或罐 Somersby 产品，即可将这套标志性明信片带回家！

欲知最新 Somersby 促销和活动，请关注 @SomersbyMY 社媒专页，包括脸书（[www.facebook.com/SomersbyMy](https://www.facebook.com/SomersbyMy)）和 Instagram（[www.instagram.com/somersbymy](https://www.instagram.com/somersbymy)）。欲了解 Somersby 清爽产品，请浏览 [www.somersby.com/my/](https://www.somersby.com/my/)。所有活动仅开放给年龄 21 以上的非穆斯林人士。



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，开车不喝酒！  
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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 Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 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，时时刻刻牢牢记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们共有 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](http://www.carlsbergmalaysia.com.my) 了解更多。