

FOR IMMEDIATE RELEASE

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Savouring a #FloralTwist with Somersby Elderflower Lime

Malaysia's No. 1 Cider Somersby launches NEW variant - Elderflower Lime boasting pleasant floral aroma with refreshing twist of lime!

Subang Jaya, 17 August 2018 – Looking for a refreshing cider that satisfies your smell and taste sensory? Somersby Elderflower Lime, best served over ice, is the perfect beverage. Infused with floral notes combined with a twist of lime, this new variant of the country's No.1 cider brand – Somersby tingles cider lovers' taste buds with a sparkling floral bubbly perfect for any occasion.

The Elderflower is the white blossom of the Elderberry tree. Its delicate and subtle lacy white flowers are attributed with medicinal properties and is frequently used for flavouring food and drinks in Europe. This enjoyable union of Elderflower and Lime creates a perfect balance of sweetness and sourness, making it perfect when paired with food. The Somersby Elderflower Lime, in 4.5% alcohol content, is available in bottle (330ml) and can (320ml) at major supermarkets and hypermarkets nationwide.

“Proud to be in the forefront of innovation, we are excited to offer cider lovers a new cider – Somersby Elderflower Lime adding to the existing variants of apple, blackberry and sparkling rosé. By adding a twist of lime into the elderflower, this cider simply tastes so refreshing and boasts a pleasant floral aroma,” said Carlsberg Malaysia Managing Director Lars Lehmann during the media and trade launch held at Morganfield's Da Men Mall in USJ.

“Somersby Elderflower Lime was launched in Singapore early this year and it has since grown exponentially and contributed significantly to the cider business of our subsidiary Carlsberg Singapore. We are confident that this new variant will further strengthen Somersby's foothold as the No.1 cider position in Malaysia,” he added.

To unveil this floral bubbly cider, Carlsberg Malaysia feted guests and media to an all-white-themed evening of serenity and casual elegance with the amazing Scandinavian-style garden decor, dotted with lacy white Elderflowers, peppered with a garden feel and complete with an eye-catching flower tunnel, impressing guests with a unique experience of a picture-perfect summer.

To promote the Elderflower Lime variant, the iconic Somersby Kombi mobile bars will be making month-long roving visits in September to local tourist spots, night markets, supermarkets and hypermarkets around Peninsular Malaysia offering consumers a chance to sample Somersby Apple, Blackberry, Sparkling Rosé and the new Elderflower Lime.

Cider lovers can get a can of Somersby Elderflower Lime FREE with every purchase of a 4-can or 4-bottle pack at participating hypermarkets, supermarkets and convenient stores from 27 August to 30 September. This deal is also available for the 6-can pack Carlsberg or Carlsberg Smooth Draught.

For all you foodies, there will be special food promotion at 100 participating F&B outlets from 1 September to 31 October where the Somersby Elderflower Lime will be going for a steal! Also check out Morganfield's for the mouth-watering Baby Back Ribs promotion perfectly paired with the Somersby Elderflower Lime!

And for more GOOD NEWS! Visit www.winetalk.com.my to get the Somersby Mystery Box set worth RM50 comprising ALL FOUR flavours at only RM35!

Try the Somersby Elderflower Lime today and it will undoubtedly make you come back for more!

For details, follow Somersby Malaysia on Facebook at www.facebook.com/SomersbyMY.

About Somersby

Somersby is the bestselling cider in Malaysia*. It is a refreshing alcoholic drink made from real fruit juices and natural fruit flavouring. Best served over ice, Somersby 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, Somersby Cider contains no artificial sweeteners, flavours or colourings and it is available in Apple and Blackberry variants.

*Source: National Key Retailers' Scanned Data: Jan'15 – Aug'16

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at www.carlsbergmalaysia.com.my

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抢鲜尝花香奔放的 Somersby Elderflower Lime 接骨木花清柠

马来西亚第 1 果酒 Somersby 推出新口味 — Elderflower Lime 接骨木花清柠，散发花香与清爽青柠香！

梳邦再也 2018 年 8 月 17 日讯 – 你是否正渴望一种即清新又能满足嗅觉和味蕾的果酒？它就是结合了花香和清爽青柠滋味的 Somersby 接骨木花清柠 (Somersby Elderflower Lime)，冰饮口味更佳。国内第一果酒品牌 Somersby 旗下的这款新口味，所散发的花香气泡，将给味蕾带来非凡感受，它适合在任何场合饮用！

接骨木花就是接骨木莓果树上生长的小白花，这些成串的小花亦具有药用功效；在欧洲，它常被用于增添食物风味和泡花茶饮用。接骨木花和青柠的结合，创造了酸甜完美的均衡口感，若搭配美食则堪称绝配。酒精浓度 4.5% 的 Somersby 接骨木花清柠，备有瓶装（330 毫升）及罐装（320 毫升），在全国各大霸级市场和超级市场都有出售。

马来西亚 Carlsberg 集团董事经理雷盟在 USJ 的 Da Men Mall 举行的推介礼上说：“我非常高兴，我们能够在创新的前提之下，再为果酒爱好者带来新口味，除了苹果酒、莓果酒和 Sparkling Rosé 粉红气泡酒之外，再添另一新风味。接骨木花和青柠的结合，赋予了果酒清新口感和清香风味。”

他补充说：“今年初，Somersby 接骨木花清柠推入新加坡市场之后，便取得可观的增长，有力地助长了我们子公司新加坡 Carlsberg 的果酒业绩。同时又与新加坡具有同样的消费概况，我们深信，新口味果酒将有助于进一步巩固 Somersby 在马来西亚第一果酒的地位。”

马来西亚 Carlsberg 集团盛情邀请嘉宾和媒体共襄盛举，参与纯白的主题典雅推介礼，一起见证清新爽脆新口味果酒的推介。现场亦被打造成英国式的花园，串串点缀的接骨木花触目可及，让现场流露朴质感。还有一架花团锦簇并且吸睛的秋千，让来宾拍照打卡，以及体验英国夏季情趣。

配合此次接骨木花清柠口味的推介，非常有辨识度的 Somersby Kombi 面包车流动酒吧也将在九月进行为期一个月的马来西亚半岛巡回访问，停靠地点包括景点区、夜市、超级市场及霸级市场，让消费者抢鲜品尝 Somersby 苹果酒、莓果酒、Sparkling Rosé 粉红气泡酒和崭新接骨木花清柠。

喜爱果酒者可于 8 月 27 日至 9 月 30 日期间，前往参与的霸级市场、超级市场和便利商店选购 4 罐装或 4 瓶装 Somersby 接骨木花清柠，并免费获取一罐 Somersby 接骨木花清柠！而选购 6 罐装 Carlsberg 或 Carlsberg 顺啤也可免费获得一罐。

至于吃货们，可于 9 月 1 日至 10 月 31 日期间，前往 100 家参与的酒吧和餐厅享用促销餐点和酒美价廉的 Somersby 接骨木花清柠！还有，可别错过参与商家之一的 Morganfield's，其令人垂涎欲滴的 Baby Back 排骨促销，可是 Somersby 接骨木花清柠的绝配！

好事一桩接一桩啊！请登录 www.winetalk.com.my 以获取价值 50 令吉的 Somersby 神秘盒，四口味一盒装，现在只需 35 令吉！

今天就试一试 Somersby 接骨木花清柠，你必定会回味无穷，喝了想再喝！

关于详情，请跟随马来西亚 Somersby 脸书，请登录 www.facebook.com/SomersbyMY。

关于 Somersby

Somersby 是马来西亚畅销的苹果酒*。这是一种由真正的果汁和天然水果口味酿制成的清爽酒精饮料。Somersby 苹果酒最好是配合冰镇饮用，含有 4.5% 酒精，带甜而清爽，没有啤酒的酒后味道。它是啤酒的更方便替代饮品，内含有气泡沫，是在一天中任何时间都可享用的完美酒精饮品。Somersby Cider 不含人造甜味剂、香料或着色剂，同时有苹果和黑莓两种口味。

*资料来源：全国关键零售商扫描数据：2015 年 1 月至 2016 年 8 月

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成立于 1969 年并在大马交易所上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是最为人知的啤酒品牌之一，Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry、Connor's Stout Porter 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 www.carlsbergmalaysia.com.my。