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## 25,000 FREE Ones of Somersby cider in April No April Fool's, Somersby celebrates AppleFull!

SHAH ALAM, 27 March 2017 — April Fool's? No! It's AppleFull! There's no fools around when Somersby AppleFull takes over the town. Bringing alive the country's best selling\* cider's fun and quirky personality, Somersby has turned April Fool's into a fruitful month by rewarding cider fans with 25,000 free bottles and cans.

You read that right! Somersby is not pulling a mischievous one! Back for the second year, Somersby elevates the AppleFull campaign celebration by launching a nationwide consumer engagement and promotion covering across all affiliated F&B outlets and selected supermarkets in the entire month of April.

Rewarding consumers on a much greater scale, 'Somersby Happiness Hub', a wind chamber machine bursting with Somersby vouchers will be deployed to deliver maximum happiness to cider fans. Consumers, who grab as many flying vouchers as they possibly can inside the wind chamber within the stipulated time, may be treated to a Somersby Apple and/or Somersby Blackberry cider and unlimited RM5 per bottle vouchers!

"It's no secret that Somersby cider captivates the hearts of cider consumers with its signature apple flavour and new blackberry variant. Since its launch in Malaysia in 2012, Somersby cider has tripled its growth in sales and become the leading brand in the cider category. We are excited to accelerate its growth by driving more consumers' engagement at a bigger scale that enabled consumers to taste the natural fruity flavour of Somersby cider that is both refreshing and crisp," Charles Wong, Marketing Director of Carlsberg Malaysia shared.

Somersby cider fans in Klang Valley can redeem a 330ml bottle of Somersby Apple for free at the One Utama Shopping Centre on 1<sup>st</sup> and 2<sup>nd</sup> April 2017 by simply presenting a special gift card, which will be made available on the front page of The Star newspaper dated on 30 March 2017.

For those who missed out or based outside Klang Valley, fret not! Download and print the origami apple from Somersby Facebook page; and join the 'Somersby Happiness Hub' activity available at the One Utama Shopping Centre on April 1<sup>st</sup> and 2<sup>nd</sup>, Gurney Paragon Hall in George Town, Penang on April 8<sup>th</sup> and 9<sup>th</sup>, Sutera Mall in Skudai, Johor on April 15<sup>th</sup> and 16<sup>th</sup>, Sunway

Pyramid Shopping Mall in Selangor on April 22<sup>nd</sup> and 23<sup>rd</sup> and/or Pavilion Kuala Lumpur on April 29<sup>th</sup> and 30<sup>th</sup>. So, sharpen your reflexes and step into the 'Somersby Happiness Hub' at these shopping malls.

Elevating AppleFull campaign, to a greater scale, shoppers who spend RM30 on groceries or any of the Carlsberg Malaysia products at selected AEON and AEON BiG hypermarkets will stand a chance to participate in the 'Somersby Happiness Hub'. Shoppers will get a free bottle of Somersby Blackberry cider with every purchase of a 6-can pack of Somersby Apple cider at all major supermarkets and hypermarkets in the month of April.

Spreading happiness to more Somersby lovers, consumers, who purchase any two bottles of Somersby cider at selected bars, restaurants or purchase two cans of Somersby Apple cider at your neighborhood eateries, will also be treated with a Somersby Apple and/or Blackberry cider.

For more information on Somersby Cider, please visit [www.facebook.com/SomersbyMY](http://www.facebook.com/SomersbyMY)

#### **About Somersby Cider**

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, Somersby, Asahi Super Dry 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](http://www.carlsbergmalaysia.com.my) .

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## Somersby 在 4 月免费派送 25,000 瓶苹果酒 绝非愚人节(April Fool's)，而是 Somersby 欢庆 AppleFull 活动!

**莎亚南 3 月 27 讯** — 您以为是愚人节 (April Fool's)？非也！而是满满的 AppleFull！Somersby AppleFull 新一波免费，是来真的。国内最畅销苹果酒 Somersby，这次翻转愚人节，免费派送 25,000 瓶及罐作为一项回馈行动，为苹果酒爱好者灌注满满的欢乐。

你绝对没看错！这不是愚人节恶作剧！这是 Somersby 第二年的全国性 AppleFull 活动，以回馈全国消费人。在这整个四月份里，消费人可以在全国所有的伙伴餐厅和特定霸级市场参与这项促销活动。

今年更大规模回馈消费人，让消费人可以在‘Somersby 欢乐谷’，即一个装有随风吹起礼券的箱子抓奖，这将把苹果酒爱好者的欢乐推至顶点。消费人想要多少张礼券，就请在规定时间内尽情地抓。礼券当中包括赠送一瓶 Somersby 苹果酒及/或一瓶 Somersby 黑莓果酒，还有不限量的每瓶 5 令吉的礼券！

马来西亚 Carlsberg 市场总监黄冠中分享说：“Somersby 苹果酒能够虏获苹果酒爱好者的心并没有什么秘诀，而是全凭其独特果味和全新黑莓果酒系列做到这一点。自从 2012 年在马来西亚推介一来，Somersby 苹果酒销量增长便三级跳，并崛起成为苹果酒类的领导品牌。令我们感到振奋的是，它激增的销量让我们可以更广泛地接触消费人，确保消费人可以享用 Somersby 苹果酒既清新又爽口的天然果香。”

吧生谷的 Somersby 苹果酒爱好者可于 2017 年 4 月 1 日及 2 日，只须在 One Utama 购物中心出示一张特别礼品卡，便可以免费兑换一瓶 330ml 的 Somersby 苹果酒。此礼品卡将于 2017 年 3 月 30 日刊登在英文星报头版封面。

错失这次兑换活动或身在吧生谷以外的人，也不必担心！你只须从 Somersby 脸书粉丝页下载及打印折纸苹果；以及在以下日期和地点参加‘Somersby 欢乐谷’活动：4 月 1 日及 2 日在八打

灵再也白沙罗万达购物中心 One Utama、4月8日及9日在檳城乔治市 Gurney Paragon Hall、4月15日及16日在柔佛士古来 Sutera Mall、4月22日及23日在雪兰莪 Sunway Pyramid 购物中心及/或4月29日及30日在吉隆坡 Pavilion。请即刻锻炼你的反应，然后前往这些购物中心，走进‘Somersby 欢乐谷’大显身手。

为了将 AppleFull 活动推得更广，凡是在特定的 AEON 及 AEON BiG 霸级市场消费 30 令吉购买食品杂货或任何马来西亚 Carlsberg 产品，便有机会参加‘Somersby 欢乐谷’活动。消费人在这个四月份里，凡在所有主要超市及霸级市场购买 6 罐 Somersby 苹果酒，便可免费获得一瓶 Somersby 黑莓果酒。

为了继续向 Somersby 爱好者散播欢乐，消费人只要在特定酒廊、餐厅购买两瓶 Somersby 苹果酒或在您社区餐饮店购买两罐 Somersby 苹果酒，也可获得赠送一瓶 Somersby 苹果酒及/或黑莓果酒。

欲深入了解 Somersby 苹果酒，请浏览 [www.facebook.com/SomersbyMY](http://www.facebook.com/SomersbyMY)

### **关于 Somersby 果酒**

Somersby，国内增长速度最快的果酒，是一个以发酵果汁还有天然水果调味酿制的清爽酒精饮料，最适合加冰饮用。Somersby 果酒酒精含量为 4.5%，香甜清爽且没有喝完啤酒过后的苦涩感，为啤酒以外较容易饮用的气泡饮料，是个适合在任何一天的任何时刻畅饮的酒精饮品。Somersby 果酒也有苹果及啤梨口味。

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