

A Wonderful Treat for Cider Lovers this Apple Day with Somersby

Tantalise your taste buds this October with refreshing ciders from Somersby, Malaysia's No. 1 best-selling cider!

Shah Alam, 13 October 2020 – Made from juicy red apples, Somersby, Malaysia's No.1 best-selling cider is celebrating Apple Day in a big way! Paying tribute to the annually celebrated Apple Day in UK every October, Somersby is offering cider lovers a special 3-day promotion at just RM19.90 on any 4-can pack of Somersby Apple, Blackberry or Elderflower Lime. Grab this wonderful deal from 16 to 18 October 2020 at participating supermarkets, hypermarkets and convenient stores nationwide!

For an added twist of fun during #StayAtHome, Somersby's premium cider is offering a bonus chance of winning an exclusive Somersby Shooter & Ladder game set! Inspired by the classic boardgame Snakes and Ladders, this fun-filled game set comes with four (4) Somersby shooter glasses for a carefree bonding time with your loved ones. Just WhatsApp the proof of purchase receipt from 16-31 October, to 012-5740001 and stand a chance to win. The contest runs from 16 to 31 October, and winners will be announced on Somersby's Facebook page and contacted via WhatsApp.

"Somersby's No.1 position in the cider market is made possible, thanks to cider lovers nationwide. To reward consumers, and in celebration of Apple Day, Somersby is offering a special price for its refreshing variety of ciders, which is best served over ice. Isn't That Wonderful!", said Caroline Moreau, Marketing Director of Carlsberg Malaysia.

Somersby gets juicier as it re-introduces Somerita, a fun drinking ritual of a Somersby bottle served upside down over crushed ice, at more than 150 selected modern bars and restaurants across Malaysia! Capture these Insta-worthy uplifting drinks of Somerita and give us a shout-out and hashtag to #Somerita #RefreshinglyOptimistic on social media. Visit <https://bit.ly/GetSomerita> for the full list of participating outlets.

The Somersby ciders, made from juicy red apples that are fermented to perfection, promise easy drinking refreshment with sparkling bubbles that make every sip a refreshing experience. Enjoy the moment with loved ones and tantalise your taste buds with a fruity Somersby or a Somerita anytime!

Somersby's well-loved Apple variant comes in 320ml cans and 330ml bottles, its fruity range (blackberry and elderflower lime) are available in 320ml cans while the sparkling range (Somersby Sparkling Rosé) is available only in 330ml bottles. Refresh with Somersby ciders available at participating supermarkets, hypermarkets, bars, restaurants and convenient stores today!

For more information on Somersby's promotion and activities, follow SomersbyMY on Facebook www.facebook.com/SomersbyMy and Instagram www.instagram.com/somersbymy. Learn about Somersby and its refreshing range of ciders at www.somersby.com/en-my/.

For further enquiries, please contact:

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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

Somersby 在今年苹果节为果酒爱好者带来绝妙享受

在这个十月，让马来西亚第 1 销量的果酒 Somersby，以清爽滋味唤醒您的味蕾！

莎阿南 13 日讯 – 以清爽多汁红苹果精制而成的马来西亚第 1 销量果酒 Somersby，盛大欢庆苹果节 (Apple Day)！为了迎接落在十月份的英国一年一度传统苹果节，Somersby 推出了为期三天的盛惠，让果酒爱好者只需掏出 RM19.90，即可随意选购 4 罐装的 Somersby 苹果、黑莓或接骨木花青柠口味的果酒。全国参与的各大超市、霸市及便利商店，将由 10 月 16 日至 18 日盛大举行这项促销！

为了增添#留守家里 (#StayAtHome) 的乐趣，Somersby 优质果酒也独家推出红利机会，让消费者有机会把一套 Somersby Shooter & Ladder 游戏盘赢回家！因得到经典蛇梯棋的启发，而创造了这套趣味游戏，它还附送了四 (4) 个 Somersby 射手杯，让你可以和家人度过欢乐的亲子时光。只需把 10 月 16 日至 31 日的购买收据，以 WhatsApp 发至 012-5740001，即有机会赢取这套游戏。这项竞赛由 10 月 16 日开始至 31 日截止，Somersby 将在脸书专页公布优胜者名单，并通过 WhatsApp 联系他们。

马来西亚 Carlsberg 集团市场总监柯诺琳说：“Somersby 能够稳守第 1 销量的宝座，要感谢全马果酒爱好者的拥护。为此，Somersby 也趁苹果节来临之际，以特惠价格回馈消费者，让他们可以品尝各种口味，加冰饮用更有一番清爽风味，简直是爽上加爽！”

Somersby 也在全马 150 多家特选时尚酒吧和餐厅，重新推介充满乐趣的 Somerita 饮法，即反转 Somersby 酒瓶，把它倒置在碎冰上！超上镜的 Somerita 翻转乐，值得放上 Insta 等社交平台分享，也别忘了为你们超棒的图片标贴 #Somerita #RefreshinglyOptimistic。想知道哪里可找到这种翻转乐，请浏览 <https://bit.ly/GetSomerita>。

Somersby 苹果酒由清爽多汁的红苹果精酿而成，口感清爽轻盈，微量气泡令每一口都感到沁凉舒畅。随时都可以和您的家人享饮 Somersby 或来个 Somerita 翻转乐，带你们的味蕾起舞！

备受喜爱的 Somersby 苹果口味分别有 320 毫升罐装和 330 毫升瓶装，其他果味系列 (黑莓和接骨木花青柠) 则有 320 毫升罐装，至于气泡系列 (Somersby Sparkling Rosé) 仅有 330 毫升瓶装。清爽的 Somersby 苹果酒在参与的各大超市、霸市、酒吧、餐厅和便利商店皆有出售！

欲了解更多关于 Somersby 的促销和活动，请跟随 SomersbyMY 脸书

www.facebook.com/SomersbyMy 和 Instagram

www.instagram.com/somersbymy。想进一步了解 Somersby 和其清爽果酒系列，请浏览 www.somersby.com/en-my/。

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