

FOR IMMEDIATE RELEASE

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Somersby Introduces Limited-Edition Mango & Lime Cider

A tropical twist that's all about no-nonsense fun

SHAH ALAM, 27 AUGUST 2025 – Get ready for a tropical escape in every sip. Somersby, famous for its fruit-flavoured alcoholic drinks, is adding a limited-edition Somersby Mango & Lime, a juicy new cider to its fruit combination flavours to bring together the sweetness of tropical mangoes with a zesty burst of lime—perfectly crafted for a refreshing escape from the everyday pressures of adulting.

Making its first entry to the Malaysian cider market after launches in Europe and Asia, Somersby Mango & Lime is a 4.5% ABV cider, available in 320ml cans for a limited time only. More than just a cider, this new variant is a burst of tropical flavour and carefree energy. As part of Somersby's 'No Nonsense' brand platform, this launch taps into the rising popularity of Asian-inspired flavours while championing a carefree spirit.

“At Somersby, innovation isn't just about creating new flavours—it's about connecting meaningfully with our consumers,” says Olga Pulyaeva, Marketing Director of Carlsberg Malaysia. “We've seen a strong consumer affinity for bold, tropical profiles, particularly those inspired by familiar Asian tastes. Mango & Lime hits that sweet spot—unexpected, uplifting, and unmistakably fun.”

“Somersby's 'No Nonsense' ethos was born from a simple truth: adulting is hard. But that doesn't mean life has to be. Somersby resonates with a generation seeking joy in the everyday—those who value authenticity, humour, and a well-earned break from the chaos,” adds Pulyaeva.

To Somersby, there's no better way to escape the everyday nonsense than with a refreshing cider and a round of pickleball.

Pickleball, the fast-growing social sport known for its playful vibe and low-stakes energy, perfectly complements Somersby's light-hearted spirit. From the new Somersby Mango & Lime to its array of refreshingly fruity flavours – Apple and Blackberry. After a fun game or a long day, Somersby provides the ideal no-nonsense refreshment.

Just like pickleball, Somersby is about enjoying life and not taking things too seriously. So, grab your paddle, crack open a chilled Somersby Mango & Lime, and dink away the nonsense. For a limited time only, Somersby Mango & Lime is available at participating supermarkets, hypermarkets, and online platforms nationwide, whilst stocks last.

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

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

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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

Somersby 推出限量版 Mango & Lime 芒果与青柠风味果酒

热带风情焕新登场，带来纯粹而畅快的乐趣体验

（莎亚南 2025 年 8 月 27 日讯）准备好畅饮热带风味！备受欢迎的果酒品牌 **Somersby** 推出全新限量 **Somersby Mango & Lime** 芒果与青柠口味，以香甜多汁的热带芒果搭配清爽提神的青柠，带来前所未有的果香体验，是为逃离日常压力而特别调配的完美之选。

Somersby Mango & Lime 在欧洲与亚洲部分市场掀起热潮后，首度登陆马来西亚，以 320 毫升罐装亮相，酒精浓度为 4.5% 限时发售，售完即止。这款新口味不仅仅是果酒，更散发着浓郁的热带风味、惬意满满的活力。Somersby 一贯秉持 “No Nonsense” 的品牌理念，拒绝复杂与刻意，只为带来纯粹的愉悦时刻。此次新品推出，正是对亚洲消费者喜爱热带果香与轻松口感的最好回应，展现品牌紧贴潮流的创新精神。

“对 Somersby 而言，创新不仅仅是推出新口味，更是要与消费者建立真实而有意义的连接，” 马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）如此表示。“我们观察到消费者对热带风味，尤其是具有亚洲灵感的口味反应热烈，Somersby Mango & Lime 正好击中了这一需求——出乎意料、振奋人心、乐趣无穷。”

奥加尔补充说，“Somersby 的 ‘No Nonsense’ 理念源于一个简单的事实：成年人的世界太难了，但生活本身不一定非得如此。Somersby 与这一代人产生共鸣——他们在日常中寻找乐趣，珍视真实、幽默，以及来之不易的轻松时刻。”

对于 Somersby 来说，甩脱日常无聊的最佳方式，莫过于清爽果酒和匹克球的完美搭配。

匹克球作为一项正在迅速风靡的社交运动，以其轻松愉快、不拘小节的气氛广受欢迎，完美契合 Somersby 的惬意精神。从全新的 Somersby Mango & Lime，到 Somersby Apple、Somersby Blackberry 清爽果味系列，无论打完球后、还是经过漫长的一天后，Somersby 都是您最理想的饮品之选。

就和匹克球一样，Somersby 倡导享受生活，不必事事过于严肃。事不宜迟，立即拿起球拍，来一罐清爽的 Somersby Mango & Lime，轻松挥去生活琐事！Somersby Mango & Lime 现已于全马指定超市、大型超市及电商平台发售，售完即止。

欲知更多关于 Somersby 促销和活动，关注@SomersbyMY 脸书（www.facebook.com/SomersbyMy）和 Instagram（www.instagram.com/somersbymy），并浏览 www.somersby.com/my/ 进一步了解 Somersby 及其清爽果酒组合。所有活动仅开放给年龄 21 岁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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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 了解更多。