

FOR IMMEDIATE RELEASE

Press Statement 20/2017

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Somersby Cider's Giant Apples Unveil #MagicMoments

12,000 FREE bottles to be given away across Klang Valley,
Penang and Johor!

Shah Alam, 3 August 2017 – The secret of the two larger-than-life apples with countdown timers at the main entrance of Pavilion Kuala Lumpur and at LG2 of Sunway Pyramid (near Ice Rink) finally unveiled and it transformed into a booth when the clock hit 12 noon today! Somersby, the best-selling cider in Malaysia once again surprised the cider lovers by giving away 4,000 bottles at these two locations in conjunction with the launch of #MagicMoments campaign.

Consumers at Pavilion KL were caught by surprise when picnic goers sitting on a picnic mat with friends, apple pickers plucking apples from the tree while some were reading newspaper – as if in a garden which swiftly assembled to perform a flash mob. This led to the launch of #MagicMoments campaign. We are all searching for things that make us happy and yet simple little pleasures that bring us the greatest joy can be easily overlooked. The new Somersby #MagicMoments campaign is to inspire our consumers to take a break and enjoy life's little pleasures with the refreshing and fruity taste of Somersby Cider made from sun-ripened apples.

“Life is hectic, especially living in the city. No one would have thought of getting a free Somersby Cider on a Thursday while heading out for lunch. This is one of those little pleasures in life. We are happy that we put a smile on our consumers' face and this is simply magical. We believe Somersby is like one's life's little pleasure and you can live your #MagicMoments with Somersby too!” said Charles Wong, Marketing Director of Carlsberg Malaysia.



Besides the free Somersby giveaway, consumers at both locations were engaged with the 3D backdrop and the brand's newly introduced Augmented Reality (aka A.R.) app called Somersby Malaysia. When consumer scans the QR code and download the app, they can post creative photos on their Instagram and Facebook by hashtagging #SomersbyMY and #MagicMoments and something magical awaits. Do check it out to find out more. On site consumers were excited and impressed with the application's 3D animation and A.R.

That's not all! Consumers can also win a 3D2N all-expense paid trip to Singapore from 6 August to 30 September using the A.R. app as well. It is simple, fun and easy. Purchase any 4-can or 4-bottle pack of Somersby Cider, take a creative 3D animated photo with the app and post it on Instagram using the app. The most 'LIKES' wins. Weekly prizes to be won as well!

Bringing the little pleasure and magical moments closer to Penangites and Johoreans, Somersby Cider will be giving away both Somersby Apple and Blackberry at Gurney Paragon Mall and Sutera Mall on 5 to 6 August.

For more information about #MagicMoments, 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, 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.

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2017 年 8 月 3 日



Somersby 苹果酒的巨型苹果 #MagicMoments 已降临

12,000 瓶果酒将在吧生谷、檳城和柔佛免费派送！

莎阿南 3 日讯 – 两颗装置了倒数计时器的巨型苹果已经被分别置放在吉隆坡柏威年广场入口处以及双威金字塔 LG2 层临近溜冰场处。这两颗庞然大物都藏有一个秘密，在今天中午 12 时正揭晓，并且魔幻般变成一个摊位！马来西亚最畅销的果酒 Somersby 也藉此次的 #MagicMoments 活动，再次为果酒爱好者制造惊喜，在上述两个地点免费送出 4,000 瓶果酒。

前往吉隆坡柏威年广场的公众也被眼前的景象惊呆了，竟然有三三两两的人群在野餐，还有人从苹果树上摘下苹果，更有人悠闲地阅读报纸，这种只能在公园才可见到的情境，其实只是一场快闪表演，也是 #MagicMoments 推介礼的前奏。其实我们大家都一直在寻找乐子，然而，却往往忽略了简单的快乐，只需简简单单就能让我们豁然开朗。全新的 Somersby #MagicMoments 活动，主要是藉此激励我们的消费人歇一歇，品一品自然清新和清爽果味的果酒，享受片刻的清闲安乐。

马来西亚 Carlsberg 市场总监黄冠中说：“城市的生活的确繁嚣，更没有人会想到，在周四前往享用午餐时可以免费获得一瓶 Somersby 果酒。这就是所谓生活中的简单快乐。能把快乐带给消费人，我们自己也快乐，这就是生活中的神奇。我们也认为，Somersby 就是人们生活中的小雀跃，它可伴你欢度 #MagicMoments！”



除了免费派送 Somersby 果酒之外，身在在上述两个地点的消费人也可以接触三维立体的背景布幕及其称为马来西亚 Somersby 的最新扩增实境 (Augmented Reality 简称 A.R.) 运用程序。当消费人完成扫描 QR 码及下载该运用程序，就可以便可以在他们的 Instagram 和 Facebook 发布他们标签 #SomersbyMY 及 #MagicMoments 的创意照片，然后就可期待神奇

一刻的发生。 欢迎查阅，以了解更多详情。在现场的消费人无疑都被运用程序的三维立体动画及扩增实境深深吸引。

其实好礼还没赏完！凡于 8 月 6 日至 9 月 30 日期间使用扩增实境运用程序的消费人，还有机会赢取 3 天 2 夜旅费全包的新加坡之旅。简单、轻松又有趣。此外，购买任何 4 罐装或 4 瓶装的 Somersby 果酒，并使用运用程序拍张创意动画照，再使用运用程序将该照片发布在 Instagram 上，只要你获得最多 'LIKES'，就成为赢家。每周还有丰富的周边产品待赢取！

Somersby 果酒也将把生活中的小雀跃和神奇时刻带给槟城和柔佛的朋友，并在 8 月 5 日、6 日这两天分别于 Gurney Paragon Mall 及 Sutera Mall 派送 Somersby 苹果酒和黑莓果酒。

查询更多 #MagicMoments 详情，敬请登录马来西亚 Somersby 的 Facebook 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 果酒也有苹果及黑莓口味。

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1969 年成立并在大马交易所主要板上市，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 是全世界最为人知的啤酒品牌之一。Kronenbourg 1664、Somersby、Asahi Super Dry 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。