

FOR IMMEDIATE RELEASE

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## Kuchingites Savour Refreshing #FloralTwist with Somersby Elderflower Lime

**Malaysia's No. 1 Cider Somersby's NEW variant - Elderflower Lime attracts Sarawakians with its pleasant floral aroma and refreshing twist of lime!**

**Kuching, 16 November 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 Malaysia'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 hypermarkets, supermarkets and participating convenience stores, bars and outlets nationwide.

“The Somersby Elderflower Lime was launched in August and has been receiving positive feedback from cider lovers who are in love with this new and refreshing cider. We are excited to offer cider lovers a new flavour – 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 has a pleasant aroma,” said Carlsberg Malaysia Senior Sales Manager Aylmer Wee.

“We are confident that Sarawakians too will enjoy Somersby's new refreshing floral cider with a twist of lime. As we strengthen Somersby's position as the country's No.1 cider, we want to share this refreshing floral cider with a twist of lime with all our consumers here,” he added.

To unveil this floral bubbly cider, guests and media were treated to an all-white-themed evening of serenity and casual elegance dotted with lacy white flowers, peppered with a garden feel and complete with an eye-catching flower tunnel, impressing guests with a unique experience of a picture-perfect summer at ZOZO Beans & Booze in Kuching.

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](http://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

#### **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](http://www.carlsbergmalaysia.com.my)

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## 古晋人有口福抢鲜尝花气酒香清的 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，以花香及青柠的清香虏获古晋人心!

古晋 16 日讯 – 如果你正渴望一种即清新又能满足嗅觉和味蕾的果酒？它必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。国内第一畅销果酒品牌 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，并且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，而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。将接骨木花和青柠结合，创造了酸甜完美的均衡口感，若再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），并在全国内各大霸级市场、超级市场和参与的便利店、酒吧与销售处皆可购得。

马来西亚 Carlsberg 集团高级销售经理黄瑞祥说：“自从今年 8 月以来，崭新口味的清爽 Somersby 接骨木花清柠便深受果酒爱好者的青睐。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，再添另一种新风味。接骨木花和青柠的结合，赋予了果酒清新口感和清香滋味。”

他补充说：“我们深信，充满花香和青柠清爽香气的 Somersby 新口味，将深受砂拉越人的喜爱，并将进一步巩固 Somersby 在国内作为果酒一哥的地位。我们就此将这款充满花香与清爽青柠香的果酒献给州内的所有消费人。”

马来西亚 Carlsberg 集团盛情邀请嘉宾和媒体前往古晋 ZOZO Beans & Booze 共襄盛举，参与纯白主题的典雅推介礼，一起见证清新爽脆新口味果酒的推介。现场亦被打造成英式花园，并设有花簇锦攒光彩夺目的花之隧道，让来宾体验夏日风情与拍照打卡。

今天就试一试 Somersby 接骨木花清柠，你必定回味无穷，想一喝再喝！

关于详情，请跟随马来西亚 Somersby 脸书，欢迎登录 [www.facebook.com/SomersbyMY](http://www.facebook.com/SomersbyMY)。

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