

FOR IMMEDIATE RELEASE

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SOMERSBY SPARKLING WHITE CIDER INSPIRED BY WHITE WINE

Malaysia the first to launch this refreshing semi-sweet cider outside of Europe, a revolutionary cider by Malaysia's No. 1 Cider – Somersby

Kuala Lumpur, 20 March 2019 – Somersby unveiled its latest product innovation, the Sparkling White cider, to complement its other elegant pink Sparkling Rosé. This golden hued semi-sweet cider is full of tingling live bubbles and exhibits a fruity white wine aroma. Malaysian cider lovers are the privileged ones to first savour this new sparkling cider in Asia, outside Europe.

Suitable for different occasions as an aperitif, Somersby's Sparkling White offers the same flavours and structures of white wine and keeps the familiar refreshment you can expect from Somersby.

Wine and cider lovers can now enjoy Somersby Sparkling White, a bubbly cider that has a sophisticated personality which is less sweet, without a hint of acidity. Because it is easy on the palate, this bubbly aperitif is the perfect alternative to wine or champagne, and pairs well with seafood, white meat, ham and cheese.

Dressed in style, Managing Director Lars Lehmann said: "Somersby, the No.1 cider in Malaysia, is again leading the category with its latest innovation– Sparkling White to drive excitement and consumption. It is a refreshing semi-sweet cider full of tingling live bubbles with a fruity white wine aroma. This product innovation has the best of both worlds – the refreshment of a cider combined with the taste of white wine".

To introduce its latest innovation, Somersby 'wined' and dined guests to a night of gold and glitter blush at The Majapahit @ Marc Residence, KLCC. Ambiance decorated in glittery gold and LED lights created a stunning effect of elegance to capture the perfect mood.

Guests were served chilled Somersby Sparkling White in an elegant stemmed glass throughout the night paired with a smorgasbord of delicacies made up of oyster, shrimp, cold cuts, cheese and a selection of crusty bread. And for that right mood, guests were entertained to a variety of jazz numbers by a classy jazz band.

This crisp and refreshing bubbly now joins Somersby's other variants like Apple, Blackberry, Elderflower Lime and Sparkling Rosé, expanding Malaysia's No.1 cider variety.

The Somersby Sparkling White is available in single bottle or 4-bottle pack in major supermarkets, hypermarkets and selected pubs, bars and restaurants. Somersby Sparkling White retails at a similar price point to other Somersby variants. It is best consumed chilled in a bucket and savoured in a wine glass for that elegant experience.

Learn more about the newest member of the Somersby family on www.facebook.com/SomersbyMy or www.carlsbergmalaysia.com.my.

About Somersby Sparkling White

Somersby Sparkling White is a refined semi-sweet apple rosé cider that is full of tingling live bubbles with a fruity white wine aroma. Elegantly designed with 4.5% alcohol, it has the same grown up flavour and structure as sparkling wine, at the same time, keeping the familiar refreshing taste you can expect from Somersby. Designed to appeal to a more mature palette, Somersby Sparkling White is best served chilled in wine glasses and bottles placed in buckets to deliver a premium experience. Malaysia is the first country outside of Europe to launch this innovation.

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'18 – Dec'18

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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

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SOMERSBY SPARKLING WHITE 高雅气泡酒，来自白酒的灵感

马来西亚是欧洲以外的第一个市场推出这款清新微甜型高雅气泡酒，是马来西亚第一畅销果酒的最新之作

吉隆坡 20 日讯 – Somersby 再创新猷，推出了其最新产品高雅气泡酒（Sparkling White Cider），与其另一款高雅的粉红气泡酒（Sparkling Rosé）成为了对配。这款呈金黄酒体的微甜型果酒，带着升腾舞动的气泡，以及扑鼻而来的果味白酒香气。而马来西亚果酒爱好者，则是欧洲以外，可以优先抢鲜品尝这款亚洲最新的气泡果酒。

Somersby Sparkling White 高雅气泡酒带来了与白酒相同的口味和结构，并且不失 Somersby 一如既往的清爽，适合作为各种场合的开胃酒。

如今葡萄酒与果酒爱好者皆可尝到 Somersby Sparkling White 高雅气泡酒的小甜而且不带酸度，箇中滋味言简意赅。由于这款气泡开胃酒容易入口，而且与海鲜、白肉、火腿及起司是绝配，因此它是白酒或气泡酒的完美替代品。

盛装莅临现场的雷盟说：“马来西亚第 1 畅销的果酒，Somersby 再创新猷，推出最前沿革新的气泡酒，将会激发劲头与消费。这款清新爽口半甜型果酒，拥有升腾舞动的气泡，并饱含浓郁的果味白酒香气，可以兼得果酒的清新以及白酒的口感。”

配合此次最新创意的推介，Somersby 在 KLCC 的 The Majapahit @ Marc Residence 备了美酒佳肴款待宾客们度过一个金光闪闪的夜晚。现场在粼粼金光与 LED 灯的衬托下，营造了高雅的氛围，缔造了完美的心境。

当晚以典雅的高脚杯为宾客们盛上冰冷的 Somersby Sparkling White 高雅气泡酒，配上北欧式的美味佳肴，鲜味牡蛎、鲜虾、冷盘、起司，还有很多可供选择的脆皮面包。一支优雅的爵士乐队，也配合现场气氛，深情为宾客演绎连串的妙乐。

如今这款清新爽口的气泡，继 Somersby 苹果酒、莓果酒、接骨木花清柠及粉红气泡酒，再度壮大马来西亚第一销量果酒的阵势。

Somersby Sparkling White 高雅气泡酒推出了单瓶装及 4 瓶装，皆可在各大超级市场、霸级市场、指定酒廊、酒吧及餐厅购得。Somersby Sparkling White 高雅气泡酒的零售价与其他 Somersby 产品一样。它适合置于冰桶冷冻，盛葡萄酒杯冷饮，体验更高雅的品味。

欲了解更多关于 Somersby 最新产品的详情，请登录 www.facebook.com/SomersbyMy 或 www.carlsbergmalaysia.com.my.

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