

FOR IMMEDIATE RELEASE

Press Statement 30/2025

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## Say Hello to the New Somersby Shandy

Refreshing moments just got more fun with Somersby's No-Nonsense innovation

**SHAH ALAM, 17 November 2025** – Somersby, famous for its fruit-flavoured alcoholic drinks, is bringing something excitingly different to Malaysia with the launch of Somersby Shandy. Only available in Malaysia and Singapore, Somersby Shandy marks the brand's first venture into the shandy category, combining the crisp zest of lemonade with a smooth hint of beer. With just 0.5% ABV and conveniently packed in 320ml cans, a crisp and refreshing beverage that proves Somersby is more than just a cider brand.

Best served chilled, Somersby Shandy is the perfect thirst-quencher for any time of day – whether you're unwinding after work, celebrating with loved ones, or simply enjoying a well-deserved break with good friends.

Staying true to Somersby's playful yet No-Nonsense spirit, this latest addition offers a refreshingly uncomplicated and effortlessly enjoyable experience. From Somersby's renowned range of fruit ciders to the introduction of Somersby 0.0, and now Somersby Shandy, the brand continues to delight consumers with uncomplicated, feel-good options that fit any occasion.

"Somersby has always been driven by giving our consumers fun, quality options that fit seamlessly into their lives," said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia. "Somersby Shandy marks our second innovation of the year and perfectly reflects our No-Nonsense spirit – simple, refreshing, and full of fun. We believe that great drinks don't need to be complicated; they just need to taste good and bring people joy."

Somersby Shandy is here to add a refreshing touch to your celebrations! For the third consecutive year, Somersby, once again, teams up with JYNNS to offer exclusive Chinese New Year gifts alongside in-store sampling at selected supermarkets nationwide. It's the perfect opportunity to experience the brand-new Somersby Shandy firsthand and discover your new favourite refreshment.

Available from November onwards at participating supermarkets, hypermarkets, and online platforms nationwide, Somersby Shandy is ready to bring a splash of fun and refreshment to your celebrations and everyday moments.

For the latest Somersby promotions and activities, follow @SomersbyMY on Facebook [www.facebook.com/SomersbyMy](https://www.facebook.com/SomersbyMy) and Instagram [www.instagram.com/somersbymy](https://www.instagram.com/somersbymy). Learn about Somersby and its refreshing range of ciders at [www.somersby.com/my/](https://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](http://www.carlsbergmalaysia.com.my)

## 全新 Somersby Shandy 清爽登场

**Somersby 秉 No-Nonsense 创新精神 为清新时刻增添更多趣味**

（莎亚南 2025 年 11 月 17 日讯）以水果风味酒饮闻名的 Somersby 再次为马来西亚带来惊喜，隆重推出全新产品 Somersby Shandy，轻爽上市！此新品仅在马来西亚与新加坡独家发售，也是 Somersby 首次进军 Shandy 类饮品市场。Somersby Shandy 采用 320 毫升罐装，融合清新柠檬汽水的酸甜口感与淡雅啤酒香气，带来清爽怡人的饮用体验。酒精度仅 0.5%，不仅延续了 Somersby 的果酒特色，更彰显品牌创新精神，突破传统，打造更多元的畅饮选择。

Somersby Shandy 冷饮为佳。无论是下班放松、与家人庆祝、或与好友享受简单美好的休憩片刻，都适合的清爽之选。

延续 No-Nonsense 精神，全新 Somersby Shandy 以简单、美味的方式，为消费者带来轻松畅饮体验。从经典果酒系列到 Somersby 0.0，再到此次推出的 Somersby Shandy，品牌始终坚持为每个场合提供惬意自在、毫无压力的选择，让每一口都充满愉悦。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“Somersby 始终致力于为消费者提供有趣且高品质的选择，让它们自然融入日常生活。”她说，“Somersby Shandy 是我们今年的第二项创新产品，完美诠释品牌的 No-Nonsense 精神。以简单、清爽、充满乐趣。我们相信，好的饮品无需复杂，只要味道纯正，能够为人们带来愉悦与欢聚即可。

Somersby Shandy 的亮相也为佳节庆典增添一抹清爽！连续第三年，Somersby 携手 JYNNS 金氏推出独家新年礼盒，并于全国指定超市设立试饮点，为消费者带来品尝全新 Somersby Shandy 的绝佳机会。或许，你的下一款最爱轻松饮品就在这里！

Somersby Shandy 将于 11 月起在全国指定超市、大型卖场与线上平台陆续开售，随时随地为你的日常与庆祝时刻带来更多欢乐与清爽惊喜！

欲知有关 Somersby 的最新促销和活动，可关注 @SomersbyMY 脸书（[www.facebook.com/SomersbyMy](https://www.facebook.com/SomersbyMy)）和 Instagram（[www.instagram.com/somersbymy](https://www.instagram.com/somersbymy)）或浏览 [www.somersby.com/my/](https://www.somersby.com/my/) 更了解 Somersby 清爽果酒系列。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，请牢记不忘：酒后不开车，开车不喝酒！  
**#CELEBRATERESPONSIBLY**

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欲获取更多资讯，请扫描以下二维码：



若有任何疑问，请联络以下人员：

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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 名职员，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](http://www.carlsbergmalaysia.com.my) 了解更多。