

FOR IMMEDIATE RELEASE

Press Statement 09/2022

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Somersby Passion Fruit & Orange Cider launched as the First Combination Flavour Cider in Malaysia

SHAH ALAM, 14 March 2022 – The first combination flavour in the Somersby Cider range – Somersby Passion Fruit & Orange Cider has made its debut in March, and Malaysians are the first in Asia to enjoy it. A match made in paradise; it is a refreshing tropical quencher that exuberates a cheerful drinking experience. Available in 320ml cans, this tropical fruity variant perfectly combines the sweet oranges and tangy passion fruit in a refreshing cider, a wonderful complement to the existing Somersby Cider variants of Apple, Blackberry and Watermelon.

“Somersby Cider has been the best-selling cider in Malaysia since its launch a decade ago. Our bold innovative flavours in the cider category have constantly excited and captivated cider consumers. This is the first time we are combining two different fruits – Passion Fruit and Orange and made with only the finest quality ingredients to deliver a slice of paradise in a tropical country like Malaysia,” said Caroline Moreau, Marketing Director of Carlsberg Malaysia.

From now until the end of April, consumers who purchase any two 4-can pack of Somersby Cider with at least one pack being Somersby Passion Fruit & Orange Cider can redeem a unique two-in-one reversible Passion Fruit & Orange designer tote bag specially illustrated by Malaysia’s much loved graphic artist Marissa Voo through SomersbyMalaysia.com. Consumers will also be in the running to win themselves a 4-day 3-night all-expense paid vacation to the idyllic and heavenly Sipadan Kapalai Dive Resort in Sabah for two worth RM 8,000.

For those who are new to cider and keen to try out a combined fruits flavour, they can purchase a can of Somersby Passion Fruit & Orange Cider in participating convenience stores and stand a chance to win one of ten Apple AirPods Max worth RM 2,399. Isn’t that wonderful!

In addition, over 30,000 free cans of Somersby Passion Fruit & Orange Cider are redeemable in three easy steps from 28 March 2022. Just how easy? Head over to SomersbyMalaysia.com, key in the required personal details and select your preferred redemption chain (7-Eleven/ MyNews/ KK Mart), screenshot the unique barcode given & redeem your free can from the outlet. It’s that simple!

Promising a fun and exotic new taste, the 4.5% ABV Somersby Passion Fruit & Orange Cider is best served chilled over ice and is an easy-to-drink alcoholic beverage that can be savoured on its own or as a complement to food.

For the latest Somersby promotions and activities, follow SomersbyMY on Facebook www.facebook.com/SomersbyMy and Instagram www.instagram.com/somersbymy. Learn about Somersby and its refreshing range of ciders at www.somersby.com/en-my/.



Of course, as part of living a safe and responsible life, we advocate responsible consumption, always remember if you drink, don't drive – #CelebrateResponsibly.

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About Carlsberg Malaysia

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.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews featuring France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, as well as craft beers Brooklyn Brewery and Jing-A. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. #CelebrateResponsibly – if you drink, don't drive!
Find out more at www.carlsbergmalaysia.com.my

Somersby Passion Fruit & Orange 推出为首个混合口味果酒

（**莎亚南 14 日讯**）大马人真有口福，能够成为亚洲首个享饮 Somersby Cider 推出的全新**混合**口味 – Somersby Passion Fruit & Orange Cider。这新口味完美结合甜美的橙，以及浓郁的百香果，呈现清新爽口的热带风情、欢乐的饮酒体验，可谓天生一对！伴随 Somersby Cider 现有口味，即苹果、黑莓和西瓜，这款新口味以 320ml 的罐装将从 3 月起开始上架。

马来西亚 Carlsberg 集团市场总监柯诺琳（Caroline Moreau）表示：“自十年前推出以来，Somersby Cider 已成为大马最畅销的果酒。我们勇于创新，推出各种果酒口味，不断地让果酒消费者劲兴着迷。这也是我们第一次混合两种不同水果-百香果与橙，并只采用最优质的原料制成，让消费者仿佛享用热带雨里的美甜味道。”

从即日起至 4 月尾，购买任何 2 份 4 罐装 Somersby，包括一份 Somersby Passion Fruit & Orange Cider 的消费者，即可透过 [SomersbyMalaysia.com](https://www.somersbymalaysia.com) 兑换由大马平面艺术家 Marissa Voo 所设计的二合一 Passion Fruit & Orange Cider 双面设计托特包。消费者也可享有机会赢取价值 8000 令吉的 4 天 3 夜沙巴西巴丹卡帕莱潜水度假村（Sipadan Kapalai Dive Resort）全程免费双人游。

如果对果酒还一知半解，但想品尝混合水果风味的朋友，不妨到有参与便利店购买一罐 Somersby Passion Fruit & Orange Cider，并享有机会赢取一副价值 2399 令吉的 Apple AirPods Max（共 10 份）。

除此之外，从 2022 年 3 月 28 日起，超过 3 万罐免费 Somersby Passion Fruit & Orange Cider 等您来领取。只需要这 3 个简单步骤。浏览 [SomersbyMalaysia.com](https://www.somersbymalaysia.com)，输入个人资料、选择您想要从哪一家便利店领取（7-Eleven、MyNews、KK Mart），截图条形码并前往有关便利店领取，就是那么简单！

Somersby Passion Fruit & Orange Cider 将为您献上有趣且新奇的新口味，冰饮口感更佳，是个适合单独饮用或搭配美味佳肴享用的顺口酒精饮料。

更多关于 Somersby 最新促销和活动，欢迎跟踪 SomersbyMY 脸书（www.facebook.com/SomersbyMy）和 Instagram（www.instagram.com/somersbymy）。浏览 www.somersby.com/en-my/ 以了解更多关于 Somersby 清新的果酒产品系列。

当然，为了生活安全和责任心，我们提倡#理性饮酒，时时刻刻记住“酒后不开车，平安到永久”。

-完-



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