

FOR IMMEDIATE RELEASE

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## Keeping Things Light and Refreshingly Crisp, Somersby Light Wraps Up with Special Appearance by YEONJUN of TOMORROW X TOGETHER

Somersby Light, in 3.5% ABV, is the new cider innovation

**KUALA LUMPUR, 07 May 2026** – Somersby kept things light and refreshingly uncomplicated as the Somersby Light pop-up experience came to life at Connection, Pavilion Kuala Lumpur, held from 30 April to 3 May 2026.

Somersby Light is a new cider made for moments that do not need overthinking. With 44% less sugar and 42% fewer calories, and an ABV of 3.5%, the cider is available in 320ml cans and is best served over ice – perfect for light-hearted moments with friends.

Known for its playful, No-Nonsense spirit, Somersby introduces Somersby Light as a new option made for everyday moments with friends, from casual catch-ups to spontaneous plans. It is designed to fit naturally into social occasions – keeping the vibe relaxed, fun, and effortless.

“Consumer preferences are evolving, and we’re seeing growing interest in lower-sugar options across everyday choices, including beverages,” said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia. “Innovation has always been at the heart of Somersby and seeing how consumers engaged with the Somersby Light experience over these four days brought that to life. The pop-up was about creating light-hearted, uncomplicated moments, and it was rewarding to see that resonate so naturally with our consumers.”

During the event, consumers stepped into the Somersby experience at Pavilion KL, where they were among the first to try Somersby Light and take part in a series of light-hearted, interactive activities created around the brand’s No-Nonsense spirit. During the four-day activation, the Somersby Light pop-up at Pavilion KL brought the brand’s No-Nonsense spirit to life and welcomed 39,500 attendees.

The experience culminated in a memorable highlight on Sunday, 3 May, when YEONJUN of TOMORROW X TOGETHER, Somersby’s regional ambassador, took to the stage for a special appearance. During the session, five lucky fans were each rewarded with a 4-can pack of the new Somersby Light, adding to the excitement of the pop-up experience.

Following his initial appearance, YEONJUN made a surprise unannounced return, delighting fans with a two-song performance and greeting the crowd, further energising the atmosphere and marking a memorable close to the pop-up experience.

Somersby is delighted to announce the renewal of its collaboration with YEONJUN of TOMORROW X TOGETHER, extending the successful partnership for another year across selected Asian markets. Building on the strong synergy and creative alignment established to date, the continued collaboration will span across Hong Kong, Laos, Malaysia, Singapore, South Korea, and Vietnam. This renewal reflects Somersby’s commitment to engaging consumers through vibrant, young and dynamic energy, with YEONJUN embodying the brand’s refreshing and “No-Nonsense” spirit and modern appeal across the region.



Somersby Light is now available at participating supermarkets and hypermarkets, as well as online via Shopee nationwide. So, why not? It's light! Let's continue enjoying a refreshing time out of the daily nonsense, the Somersby way!

For the latest Somersby promotions and activities, follow @SomersbyMY on Facebook [www.facebook.com/SomersbyMy](http://www.facebook.com/SomersbyMy) and Instagram [www.instagram.com/somersbymi](http://www.instagram.com/somersbymi). Learn about Somersby and its refreshing range of ciders at [www.somersby.com/my/](http://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 to **#CELEBRATERESPONSIBLY** – if you drink, don't drive.

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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 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, ruity-flavoured alcoholic brand 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 878 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 *Brewing Tomorrow* 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)

## 轻盈清爽，自在登场，Somersby Light 吉隆坡快闪体验登场呈现，YEONJUN 惊喜亮相

Somersby Light 以 3.5%酒精浓度，是 Somersby 推出的全新果酒创新之作

(吉隆坡，2026 年 5 月 7 日讯) Somersby 延续一贯轻松、直率的品牌风格，于 2026 年 4 月 30 日至 5 月 3 日在 Pavilion Kuala Lumpur (Connection) 打造 Somersby Light 快闪体验空间，为消费者带来一段轻盈自在、无需多想的清爽时光。Somersby Light 是一款专为日常轻松时刻打造的全新果酒创新之作，含有 44% 更少糖分与 42% 更少卡路里，酒精浓度为 3.5%，并以 320 毫升罐装推出。加冰后享用，口感清爽怡人，非常适合与朋友共享轻松愉快的相聚时刻。

秉持一贯的 No-Nonsense 精神，Somersby 推出 Somersby Light，专为日常与朋友相聚的轻松时刻打造。无论是随性小聚，还是临时起意的相约，Somersby Light 都能轻松融入各种社交时刻，让氛围保持轻松自在，有趣且毫不费力。

马来西亚 Carlsberg 集团市场总监 Olga Pulyaeva 表示：“消费者的偏好正在不断变化，我们观察到人们在日常选择中，对低糖选项的需求持续增长，其中也包括饮品领域。创新一直是 Somersby 的核心，而这次 Somersby Light 快闪体验，正是希望为消费者带来一种不用多想、可以轻松享受的选择，让大家更直接感受到 Somersby Light 轻松、没有压力的体验。”

在为期四天的快闪体验期间，Somersby Light 快闪体验空间于 Pavilion KL 共迎来 39,500 名到场访客，为现场注入轻松愉悦的品牌氛围。活动期间亦迎来亮点时刻，于 5 月 3 日（星期日），Somersby 区域品牌代言人 YEONJUN (TOMORROW X TOGETHER) 登上舞台进行特别亮相。当中，五位幸运粉丝各获赠全新 Somersby Light 产品，为现场增添更多惊喜与欢乐。在首次亮相后，YEONJUN 更惊喜返场，以两首歌曲的简短表演并向现场粉丝问候，进一步点燃气氛，也为本次快闪体验留下难忘的一刻。

Somersby 欣然宣布与 TOMORROW X TOGETHER 成员 YEONJUN 的合作正式续约。双方将把这项成功且备受好评的合作关系延续至未来一年，并覆盖多个亚洲市场。基于双方至今建立的高度默契与创意契合度，此次合作续约将横跨香港、老挝、马来西亚、新加坡、韩国及越南，进一步深化品牌在区域市场的影响力。此次合作的延续，体现了 Somersby 持续以年轻、活力且充满动感的能量与消费者互动的品牌承诺；而 YEONJUN 亦将继续以其独特魅力，诠释 Somersby 清爽、直率的“*No-Nonsense*”品牌精神，并展现其在区域市场中的现代吸引力。



Somersby Light 现已于全国指定超市、大型卖场及 以及 Shopee 电商平台正式开售。不妨放轻节奏，享受当下——以 Somersby 的方式，暂时跳脱日常的繁杂！

欲知 Somersby 最新促销及活动，关注 @SomersbyMY 脸书专页 ([www.facebook.com/SomersbyMy](http://www.facebook.com/SomersbyMy)) 以及 Instagram 账号 ([www.instagram.com/somersbimy](http://www.instagram.com/somersbimy))。浏览 [www.somersby.com/my/](http://www.somersby.com/my/)以进一步了解 Somersby 清爽果酒系列。

马来西亚 Carlsberg 集团提倡理性饮酒，时时刻刻牢牢记住“开车不喝酒”**#CELEBRATERESPONSIBLY**。

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