

FOR IMMEDIATE RELEASE

Press Statement 05/2026

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## Keeping Things Light and Refreshingly Crisp, Somersby Light presents YEONJUN of TOMORROW X TOGETHER live in KL!

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

SHAH ALAM, 27 April 2026 – Somersby is keeping things light and refreshingly uncomplicated with the launch of Somersby Light – a new cider made for moments that don't need overthinking. With 44% less sugar and 42% fewer calories, this option comes with an ABV of 3.5% and is available in 320ml cans. Best served over ice, Somersby Light is 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 Somersby Light reflects just that. It is about giving consumers more choices – a lighter option that still delivers the refreshing experience the brand is known for, in a way that fits today's preferences.”

Looking for a time out from the everyday nonsense? Step into the Somersby experience at Connection, Pavilion KL from 30 April to 3 May 2026, where guests can be among the first to try Somersby Light, take part in light-hearted games and activities like “Meet Your Pickleball Avatar”, interactive pickleball-themed activity and stand to bring home exclusive Somersby merchandise upon purchase.

Somersby cider fans can also catch Somersby's regional ambassador YEONJUN of TOMORROW X TOGETHER making a special appearance on Sunday, 3 May, making it a great time to drop by and enjoy a refreshing moment with Somersby.

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 get ready to bring a refreshing time out from the daily nonsense, the Somersby way!

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 to **#CELEBRATERESPONSIBLY** – if you drink, don't drive.

– End –

For more information, please scan:



For further enquiries, please contact:

## Contacts

### Media Relations:

### Team Carlsberg Malaysia:

Elynn Chuah, Senior Brand Manager	+603-5522 6688	<a href="mailto:elynn.chuah@carlsberg.asia">elynn.chuah@carlsberg.asia</a>
Immy Ooi, Senior Manager, Corporate Affairs and Sustainability	+603-5522 6431	<a href="mailto:immy.li.ooi@carlsberg.asia">immy.li.ooi@carlsberg.asia</a>
Emily Joo, Executive, Corporate Affairs and Sustainability	+603-5522 6414	<a href="mailto:hoyee.joo@carlsberg.asia">hoyee.joo@carlsberg.asia</a>

### 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, Fruity-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 携手(TOMORROW X TOGETHER) 成员 YEONJUN 闪耀亮相吉隆坡

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

(莎亚南, 2026 年 4 月 27 日讯) Somersby 延续一贯轻松、直率的风格, 正式推出全新果酒 Somersby Light -- 一款无需过度思考日常时刻而打造的轻盈之选。Somersby Light 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时光。

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 Somersby Light 正是体现了这一点。它为消费者提供更多选择——一种更轻盈的选项, 同时依然保有品牌一贯的清爽体验, 并契合当下的消费趋势。”

想暂时逃离日常的“无聊”? 从 4 月 30 日至 5 月 3 日, Somersby 将于 Pavilion KL (Connection) 打造期间限定的 Somersby 体验空间。到场者不仅可率先品尝全新 Somersby Light, 还能参与轻松有趣的互动游戏包括 “Meet Your Pickleball Avatar”; 同时, 在符合购买条件的情况下, 更有机会把 Somersby 独家周边商品带回家。

此外, Somersby 的品牌代言人 YEONJUN (TOMORROW X TOGETHER) 将于 5 月 3 日 (星期日) 特别在活动现场亮相, 为整体体验增添亮点, 邀请消费者前来以 Somersby 的方式, 开启一段远离日常烦恼的清爽时光。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。不妨放慢节奏, 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 “酒后不开车, 开车不喝酒” **#CELEBRATERESPONSIBLY**。

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更多资讯，请扫描：



任何询问，请联络：

马来西亚 Carlsberg 集团：

蔡淑铃（Elynn Chuah）  
品牌高级经理

+603-5522 6688

[elynn.chuah@carlsberg.asia](mailto:elynn.chuah@carlsberg.asia)

黄丽荫（Immy Ooi）  
企业事务与可持续发展高级经理

+603-5522 6431

[Immy.LI.Ooi@carlsberg.asia](mailto:Immy.LI.Ooi@carlsberg.asia)

朱可仪（Emily Joo）  
企业事务及可持续发展执行员

+603-5522 6414

[hoyee.joo@carlsberg.asia](mailto:hoyee.joo@carlsberg.asia)

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