



SAVOUR THE ELEGANCE WITH SOMERSBY'S NEW SPARKLING WHITE CIDER, INSPIRED BY WHITE WINE

Singapore's No.1 Cider brand unveils the Somersby Sparkling White, a state-of-the-art, sophisticated beverage that combines the cool invigorating feel of cider and comforting fruity aroma of white wine

NEW
**SOMERSBY
SPARKLING WHITE.
INSPIRED BY
WHITE WINE.**

Available in major supermarkets and convenience stores.

SomersbySG

SOMERSBY

Singapore, 21 March 2019 – Singapore's leading cider brand, Somersby, is pleased to introduce its latest product, the Somersby Sparkling White, a light and refreshing bubbly cider fused with the elegance of white wine.

A first in Asia, the Somersby Sparkling White looks set to be a hit amongst wine aficionados, cider fans, and casual drinkers as it tantalises with its rich aroma of zesty saccharine fruity notes. Great for gourmands too, the Somersby Sparkling White makes the perfect aperitif with its crisp semi-sweet flavour that hints of white wine but without the astringency and bitter after-taste.



“We are proud to unveil Somersby Sparkling White, 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,” said Olivier Dubost, Carlsberg Singapore General Manager.

“The Somersby Sparkling White is a great alternative to white wine, sparkling wine or champagne. You can enjoy it anytime of the day, and it’s most definitely best paired with food,” he added.

Indeed, with an ABV of 4.5%, the Somersby Sparkling White is the new elegant go-to drink for all occasions. Sporting a brand-new label design, its intensive yet refreshing characteristics are perfectly balanced out, making it the preferred choice of tipple, especially when served chilled in a wine glass.

It made its debut at a launch party held on the evening of 21 March 2019. The Somersby Sparkling White was unveiled, and enjoyed together with Somersby’s key partners and shareholders.

Available from end-March onwards, it comes in individual bottles (330ml) at convenience stores and in 4-bottle packs at major supermarkets and hypermarkets. It retails at SGD\$16.90 for a 4-bottle pack and is also available at the following bars: *KPO Café Bar, Mischief @ Esplanade, Rookery, Ice-Cold Beer, No.5 Emerald Hill Bar, 1 Tyrwhitt Bistro & Bar, eM by the Marina, Harry's, and Bar Bar Black Sheep.*

Learn more about the newest member of the Somersby Sparkling Selection at Somersby Singapore’s Facebook page (www.facebook.com/SomersbySG). Follow us on @somersbysg on Instagram for more social updates of our latest premium product’s activities in Singapore.

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About Somersby

The No.1 cider brand in Singapore and in over 20 countries worldwide, Somersby is a refreshing alcoholic drink made from fruit juices offered in two ranges: Fruity and Sparkling. Containing 4.5% alcohol for all its variants, the classic fruity range is best served over ice in a tall glass, and the sparkling range is best served chilled in a wine glass. Sweet and refreshing with no bitter after-taste, Somersby's beverages are an easy alternative to beers, 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, Pear, Elderflower Lime, Blackberry, and Sparkling Rosé variants, with the new addition of the Sparkling White.

About Carlsberg Singapore

Since its establishment, Carlsberg Singapore has grown to become a dynamic provider of alcoholic beverages with a portfolio of international beer, stout and cider brands. The Carlsberg brand is recognised as the No.1 imported premium beer in Singapore. Today, Carlsberg Singapore is proud to offer some of the world's most established brands in its portfolio – Carlsberg, Somersby Cider, Kronenbourg 1664, Asahi, Brooklyn Craft Beer, Connor's Stout, Danish Royal Stout, SKOL, and Jolly Shandy.

OUR WINNING PORTFOLIO OF BRANDS

CONNOR'S STOUT PORTER
Draught Stout
"Just Made Right"

KRONENBOURG 1664 BLANC
Taste the French Way of Life

CARLSBERG
Probably The Best Beer In The World

CARLSBERG SMOOTH DRAUGHT
Now You Can POP a Draught Anywhere!

SOMERSBY
No. 1 Cider in Malaysia & Singapore

ASAHI
Japan's No. 1 Premium Beer

In addition to the key brands shown above, our portfolio of brands also includes these beer, stout, shandy, and cider brands.