

SUMMER CHEERS WITH SOMERSBY'S NEW WATERMELON CIDER!

A limited-edition that is intensely fruity and refreshingly fun!



Somersby Watermelon Cider

Singapore, 16 June 2020 – **Somersby**, the largest cider brand in Singapore welcomes summer with the new limited-edition **Somersby Watermelon Cider!** A tropical mélange of fresh watermelon, crisp red apple and fruity strawberry, this refreshing thirst quencher's flavour profile for cider is a rarity in Singapore. This launch marks the beverage's debut in Asia.

A fun twist on the classic apple-based original, **Somersby Watermelon Cider** is light-bodied with intense fruitiness, enticing the drinker with a distinct watermelon flavour, sweet red apple notes, and a mildly acidic strawberry finish. This unique combination is a good balance of tangy-sweet and is an easy-to-drink summer beverage that leaves one wanting more.

More than just a cider, this invigorating drink can be savoured on its own or as a complement to food such as cured meats, cold cuts and fruity desserts. For maximum enjoyment, it is best served chilled, over ice.

IN STORE PROMOTIONS*

**While stocks last, terms and conditions apply*

The Somersby Watermelon Cider, priced at \$16.90 for four-bottle pack, is available from mid-June exclusively at 7-Eleven stores, and from July island-wide*, including FairPrice, Sheng Siong, Cold Storage, Marketplace, Giant and select petrol marts. **Please refer to Fact Sheet for full list of participating retailers*

1. FREE limited-edition watermelon cushion

From 12 June to 9 July 2020, customers will receive a FREE limited-edition cushion with every purchase of any three assorted Somersby flavour bottles, including the new Watermelon Cider, or a four-pack of Somersby Watermelon Cider in a single receipt at participating 7-Eleven stores*.



Somersby Limited-Edition Watermelon Cushion

**For full list of participating 7-Eleven stores, please visit their official social media platform at www.instagram.com/7elevensg and www.facebook.com/7Eleven.Singapore*

2. FREE limited-edition 30-inch Somersby umbrella

From 1 July to 31 August 2020, customers will receive a FREE limited-edition 30-inch umbrella with a minimum \$30 purchase of Somersby products, including the new Watermelon Cider, at participating FairPrice, Sheng Siong, Cold Storage, Marketplace and Giant.

Note: Prices stated are nett. High resolution photos are available upon request via email.

For more information or assistance, please contact:

Sixth Sense PR

Natalie Joseph
DID: 6423 0096
M: 9825 5694

E: natalie@sixthsense.com.sg

Lee Peishan
DID: 6423 1096
M: 9876 5348

E: peishan@sixthsense.com.sg

About Somersby

First launched in Singapore in 2012, Somersby has become a market leader locally and has established its spot as the country's #1 choice of cider brand. The well-loved brand is also the top market leader in more than 30 countries worldwide.

Somersby ciders are refreshing and fruity with well-balanced taste of sweetness and acidity with no bitter after taste. Made by fermenting apple juice, the light-bodied cider has an ABV of 4.5% and does not contain artificial flavouring or colouring. The refreshing thirst quencher is best enjoyed chilled over ice, at the relaxed moments with loved ones and friends.

The flavours available include Apple, Pear, Sparkling Rosé, Blackberry, Elderflower and Lime, and now the new limited-edition Watermelon.

About Carlsberg Singapore Pte Ltd

Since its establishment over 30 years ago, Carlsberg Singapore has grown into a dynamic business that boasts an ever-expanding portfolio of alcoholic beverages to complement all lifestyles.

Today, Carlsberg Singapore is proud to offer some of the world's most well-loved and established brands, spearheaded by Carlsberg Green Label, the number one imported beer in Singapore. Other renowned brands in the portfolio include 1664 Blanc, Somersby Cider, Asahi, Connor's Stout Porter, Brooklyn Brewery Craft Beer and many more.

FACT SHEET

Name of product

Somersby Watermelon Cider

Available Period

From mid-June: exclusively at 7-Eleven stores

From July: island-wide

Price

\$16.90 for four-bottle pack

Retail Outlets

7-Eleven, FairPrice, Sheng Siong, Cold Storage, Marketplace, Giant, Cheers and select petrol marts including SPC and Caltex

Email

contact@somersby.com

Website

www.somersby.com

Facebook

www.facebook.com/SomersbySG/

Instagram

@SomersbySG

Hashtag

#SomersbySG #SomersbyWatermelon #SomersbyLimitedEdition #ThatsWonderful

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