



THE WORLD'S FIRST SOMERSBY HARD SELTZER DEBUTS IN SINGAPORE

*Somersby Hard Seltzer, newly innovated alcoholic sparkling water
that comes with low calories and low sugar*

**SOMERSBY
HARD SELTZERS.
SURPRISINGLY
REFRESHING.
THAT'S WONDERFUL.**

NEW!

**SOMERSBY
HARD
SELTZER**
ALCOHOLIC SPARKLING WATER
NATURALLY FLAVOURED
Mango & Passionfruit
ALC 4.5% VOL

**SOMERSBY
HARD
SELTZER**
ALCOHOLIC SPARKLING WATER
NATURALLY FLAVOURED
Lime
ALC 4.5% VOL

**Alcoholic Sparkling Water
With Less Than 100 Calories!**

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Singapore, 12 October 2020 – Somersby launches its first-ever Hard Seltzer range in Singapore, a brand-new innovation in the market. The launch is the brand's first foray into Hard Seltzer worldwide, expanding its offerings in an entirely new product category to appeal to a changing profile of consumers. The new beverage range comes in two surprisingly refreshing fruity flavours – *Somersby Hard Seltzer Lime* and *Somersby Hard Seltzer Mango & Passionfruit*; to provide a blend of coolness on a hot, sweltering day.

The introduction of Somersby Hard Seltzer in Singapore is in line with the rising trend of wellness locally. Globally, the product category has garnered a loyal band of following due to a growing demand of fitness-conscious millennials, seeking alcoholic alternatives with the same indulgence but with minimal guilt for every occasion.

"We observe the increasing consumer demand for lower-calorie, lower-sugar content in consumption choices, which is why our research and development (R&D) team has come up with this innovation. Carefully crafted, Somersby Hard Seltzer combines great taste with just 99 calories and a low sugar content," said Mr Olivier Dubost, General Manager, Carlsberg Singapore Pte Ltd.

Somersby Hard Seltzer – part of your Wellness Lifestyle with a Great Taste

Somersby Hard Seltzer is an alcoholic sparkling water that contains 4.5 per cent alcohol by volume (ABV) content. Brewed to perfection, the refreshing drink blends the gentle bubbles of sparkling water, brewed alcohol and natural fruit flavours for a well-balanced taste and delicate mouthfeel. Each 330ml can contains not more than 99 calories and only two grams of carbohydrates, resulting in no heavy aftertaste, making it easier to drink for a longer period of time compared to usual alcoholic beverages. Somersby Hard Seltzer is best served chilled without ice and enjoyed anytime of the day – whether at gatherings at the beach, over a barbeque or at mealtimes with friends and loved ones. Providing a blend of coolness, it is perfect consumed on its own or paired best with savoury food.



The Somersby Hard Seltzer range - Somersby Hard Seltzer Lime and Somersby Hard Seltzer Mango & Passionfruit, is now retailing at \$11.90 (3 x 330ml pack) at all major supermarkets, hypermarkets, convenience stores, petrol marts and online at your preferred e-commerce platforms. A full list of retailers may be found in the appendix.

Visit Somersby Singapore’s Facebook page to learn more about the newest member of the Somersby family on www.facebook.com/SomersbySG

For high res images, please refer to this link (image credit to Somersby): <http://bit.ly/SomersbyHardSeltzerImages>

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Stockists

Somersby Hard Seltzer Lime and Somersby Hard Seltzer Mango & Passionfruit can now be purchased at the following:

- All major super/hypermarkets including FairPrice, Cold Storage, Marketplace, Sheng Siong, and Giant
- All major convenience stores and petrol marts including 7-Eleven, Cheers, and SPC
- All e-commerce platforms including RedMart, Shopee, Qoo10, and PandaMart

About Somersby

Somersby is a brand that brings summer togetherness and refreshing optimism to its drinkers, first launched in Singapore in 2012.

As of October 2020, Somersby presents the all new alcoholic category Hard Seltzer, a wonderfully new product range designed to appeal to consumers seeking a refreshing option. An alcoholic sparkling water at 4.5% alcohol by volume, the Somersby Hard Seltzer provides great taste and enjoyment with minimal guilt. It is available in Singapore as the first market globally and is available in two fruity and refreshing flavours: Lime, and Mango & Passionfruit.

About Carlsberg Singapore

Since its establishment over 30 years ago, 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 number one imported premium beer in Singapore.

Today, Carlsberg Singapore is proud to offer some of the world's most well-loved and established brands, spearheaded by Carlsberg Danish Pilsner, 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.