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Carlsberg launches Somersby Cider in the USA and UK

Carlsberg has entered into an agreement with Crown Imports regarding the launch of Somersby in the USA. In addition, the brand is launched by Carlsberg UK to consumers across Britain.

Going for growth in the USA

Somersby will be exclusively imported into the USA via Crown Imports beginning this September in select U.S. markets.

“We are thrilled to introduce Somersby Hard Apple Cider to U.S. consumers – a group that’s constantly demanding new and exciting ways to satisfy their beverage curiosity,” added Lars Lehmann, head of Export, License and Duty Free at Carlsberg. “There is a natural chemistry between Somersby and Crown’s existing brands and, through our strategic partnership we believe Somersby is well positioned to satisfy the rising consumer demand for cider within the important U.S. market.”

Crown Imports, known for its iconic marketing campaigns with its flagship brands Corona Extra and Corona Light, will develop a comprehensive marketing support program for Somersby in the U.S. market.

“At a time when cider is gaining in popularity in the U.S., we are excited to have the opportunity to launch this unique, refreshing cider brand in the U.S. market,” said Bill Hackett, president of Crown Imports.

“The addition of the fast-selling Somersby Apple Cider illustrates Crown Imports’ continuing commitment to providing offerings that meet consumer demand. We aim to harness Somersby’s international brand power, its differentiating flavor profile and cross-category appeal in order to grow the brand here.”

Somersby now also coming to the UK

Earlier this week, Carlsberg UK also announced the launch of Somersby in the UK where it is being launched nationwide in Tesco before being rolled out to the wider off-trade market. An on-trade launch is scheduled for the beginning of 2013

"This is a major initiative for Carlsberg UK and reiterates our increased focus on innovation. It demonstrates our ability to target a new category and our understanding of consumer behavior in the drinks market," says Darran Britton, marketing and strategy director for Carlsberg UK. "The cider market creates a huge opportunity for Carlsberg UK to broaden our portfolio. At a time when our beer brands are growing share, the launch of Somersby also adds momentum to our business.

About Somersby Cider

Somersby Cider was developed by Carlsberg Group in 2008 and is now available in 22 countries across the world. It is an easy-drinking alcoholic beverage, refreshing with sparkling bubbles and distinctive flavors dedicated primarily to outgoing adults. It is based on fermented apple juice and, just like beer, the cider is based on natural ingredients, adding some extra refreshment to cafés and bars, across the world.

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The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and other beverage brands. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world and the Baltika, Carlsberg, and Tuborg brands are among the eight biggest brands in Europe. More than 41,000 people work for the Carlsberg Group, and our products are sold in more than 150 markets. In 2011, the Carlsberg Group sold more than 115 million hectolitres of beer, which is about 34 billion bottles of beer.

Find out more at www.carlsberggroup.com.