

**Press release 3/2013**

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## Somersby was fastest-growing of the global top 10 cider brands in 2012

Since the launch of its first bottle of Somersby Apple Cider in Denmark in March 2008, Carlsberg Group's cider brand has gone from strength to strength.

That same year, Somersby's Apple was launched in Norway and by early 2009, Somersby Pear was introduced in both Denmark and Norway, and later in that same year, Somersby Cranberry hit the shelves in Denmark.

Over the past four years, Somersby has been rolled out across much of continental Europe and in 2012 alone, Somersby was introduced into 15 new territories, including Asia; almost doubled volume growth; and became the fastest growing international cider brand (source: Canadean).

As well as introducing new flavours, Carlsberg Group has been quick to respond to the needs of its consumers. In 2010, Somersby Organic Cider was first introduced in Sweden and two years later was launched in Finland and became the country's first organic cider offering. In 2012, Somersby Double Press, a classical dry apple cider, joined the portfolio, while the UK's off-trade received Somersby as a mainstream cider brand for the first time in July 2012, with an on-trade launch planned for early 2013.

Commenting on Somersby's impressive penetration of the well-established, competitive cider market, Anne Brøndsted Nielsen, Somersby's International Marketing Manager, said:

"With Somersby, we have managed to ride the cider wave by building a strong cider brand in a drinks category which has been growing at an average 4.8% over the past ten years.

"Not only have we been focused on driving the Somersby brand, but we have been listening to what our consumers want and acting accordingly. Thanks to the extensive international marketing and distribution network of the Carlsberg Group, we have been able to get our Somersby products to new markets quickly and have supported these launches with a series of unique, distinctive campaigns.

"Somersby is a crisp, refreshing cider with no artificial sweeteners, flavours or colourings and is another example of Carlsberg's unstinting commitment to both quality and innovation."

Khalil Younes, Carlsberg Group's SVP for Sales, Marketing & Innovation, added:

“A key part of our Group strategy is to drive our portfolio of international premium brands. As one such brand, Somersby has performed exceptionally well in 2012 and we are confident that Somersby will build on its success and continue to complement both our range of international premium beers and our local power brands.”

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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](http://www.carlsberggroup.com).