

Somersby Cider Press Kit

Somersby Apple Cider is based on fermented apple juice and like beer, Somersby is brewed by use of natural raw materials. It contains 4.7% alcohol and is produced by using traditional brewing methods. Somersby Cider offers a drink with sparkling bubbles, and a distinctive flavour of apples and pear. Pour over ice and enjoy.

Somersby Cider is perfect to enjoy during the afternoon or as a happy hour drink. Somersby Cider is an easy drinking alternative to beer which you can enjoy with colleagues after work, at a sidewalk café with good friends or at lunch in the park as well as at receptions instead of the traditional glass of white wine.

During the last few years cider has undergone changes resembling a rebirth of the category. In Britain, the Guardian newspaper has named cider 'the new Chardonnay', and as a result sales have almost exploded. It is not unusual to see pictures of cider-drinking celebrities in the world press.

Somersby has become a drink especially for the larger cities, since they are highly associated with going out and being social. Similarly, those who are urban minded and know what is new, and who are not afraid to break traditions are those most likely to drink Somersby Cider.

Performance

Cider is a new and growing category. In the Nordic countries cider represents 5-10% share of beer volume, and is considered a product category in a potentially huge growth market. Last year Carlsberg launched Somersby Apple Cider in Denmark and Norway very successfully.

In Denmark Somersby is now the market leader, and sales in retail trade shows a twenty fold increase in sales of cider with alcohol from April to October 2008 compared to same period in 2007 (Nielsen figures).

In Norway Somersby is the second largest cider on the market.

Following the success of Somersby Apple Cider a pear variant has also been launched in both countries with strong results.

Product facts

4.7% alc. vol. Apple and Pear cider
 Somersby Apple contains 15% real apple fruit juice
 Somersby Pear contains 24% real pear fruit juice



Made from fermented apples or pears, with added natural apple or pear juice, sugars and aromas to give the right flavor and sweetness
No artificial sweeteners, flavors or colorings
59kcal/100ml (semi sweet)
9 mths shelf life
Serve over ice
Available in 33 cl. glass bottle, can and on draught in bars
Available in Denmark, Norway, Sweden and Belgium.
What is Cider?

Fermentation of apple / pear cider makes apple /pear wine
Apple and pear juice and natural flavors give just the right flavor
Sugar provides the right sweetness
Carbonate makes the cider refreshing