

Somersby Zero launches in Germany

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Somersby, the market leader in the modern cider segment, is introducing an innovative new product to the market: Somersby Zero. This is the first alcohol-free cider with no sugar and no calories, now available in Germany.

With the Beyond Beer category continuing to thrive, this launch reflects the Carlsberg Group's ability to align with key consumer trends, offering a carefree alternative for those who want to enjoy consciously - without compromising on taste.

Under the motto "Zero means more", Somersby Zero represents a new era of carefree enjoyment: more ease in social gatherings, more variety for nutrition-conscious consumers and more trend awareness. The new Zero range consists of two flavours:

Apple – The popular classic in the cider portfolio

Yuzu & Lemon – A refreshing flavour with the extraordinary taste of the Asian citrus fruit yuzu, characterised by an intense fruitiness with a slightly tart taste that combines notes of grapefruit and tangerine