



VERMONT CIDER CO.™

FOR IMMEDIATE RELEASE

Vermont Cider Company™ Enters Ultra-Premium Cider Segment with Release of Addison, Wassail

November 15, 2016 (MIDDLEBURY, VT.) — Vermont Cider Company™ announces its first entrants into the ultra-premium cider segment – Addison, a year-round style, and Wassail, a barrel-aged seasonal.

Named for Addison County, where it is produced, Addison is crafted from 100 percent fresh pressed juice sourced only from Vermont and Northeastern orchards.

“Addison is a semi-dry cider, but it is so much more,” said Bridget Blacklock, Vermont Cider Co. Director of Marketing. “It’s where we are from. Addison is Vermont. It’s where we craft what we believe is the finest cider in the world.”

“For this flagship cider, we used premium yeasts and longer, cooler fermentations to capture and promote the delicate fresh apple flavors, with no added sugar,” said Ben E. Calvi, Director of Cider Making. “Addison is the ideal cider for consumers seeking drier options with strong, authentic roots.”

While Addison will be available year-round, Wassail is the first of several limited-edition, barrel-aged ciders that will be offered.

Wassail is inspired by the age-old tradition of celebrating with the orchards to ensure a good crop. Wassail begins with small batch hard cider infused with traditional mulling spices, including vanilla bean, ginger and cinnamon. The cider is then aged in rum barrels to produce a unique, rich cider that is ideal for the holidays. Like Addison, Wassail is made only from 100 percent fresh pressed Vermont and Northeastern apples.

Initially offered exclusively in the Northeast, Addison (5% ABV) will retail for \$10.99 / 12oz 6-pack and 16oz can 4-packs. It will also be available in 5.2 gallon kegs. Wassail (6.9% ABV) will also retail for \$10.99 / 12oz 4 pack.

About Vermont Cider Co.

Vermont Cider Co. introduced the U.S. to the craft cider category 25 years ago. Dedicated exclusively to cider making, they are the proud producers of the original American hard cider, Woodchuck®, the circus of ciders, Gumption®, the west coast native, Wyder's® Cider, and importers of Magners® Irish Cider and Blackthorn®. With an unparalleled focus on quality and innovation, Vermont Cider Co. leads the category in releasing the most premium liquid and pioneering new ciders made from the finest ingredients. Under the watchful eyes of two award winning cider makers, Vermont Cider Co. produces and distributes from Middlebury, VT, blending together the passion of their consumers, their creativity, and their heritage within the green mountains.

###