



**FOR IMMEDIATE RELEASE**

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## WYDER'S® CIDER INTRODUCES PRICKLY PINEAPPLE

August 16, 2016 (Middlebury, VT) – Wyder's® Hard Cider, which has specialized in eclectic fruit-forward ciders for more than two decades, has a new addition to its portfolio – **Wyder's Prickly Pineapple**.

“One of the first ciders to catch the craft movement on the Pacific Northwest, Wyder's has continued to delight fans with its quirky and fruit-forward flavors,” said Megan Skinner, Wyder's Brand Manager. “It's a pretty hyper-connected world, so when you get a chance to unplug, we think Wyder's Prickly Pineapple is a refreshing break.”

An exotic duet, Wyder's Prickly Pineapple combines the juices from both prickly pear cacti and pineapples. Tickling the tongue, each sip brings forward a light and sweet taste like a refreshing piña colada.

Prickly Pineapple (5% ABV) joins the other members of the Wyder's portfolio of gluten free hard ciders:

**Dry Pear** – This light, crisp cider presents a tangy aroma while offering a distinct pear taste, and ends with a lively mouth feel that tickles the tongue. (4%ABV)

**Dry Raspberry** – This cider is light in body and features mouthwatering raspberry notes. It retains a dry and sparkling finish. (4% ABV)

**Reposado Pear** –Wyder's Dry Pear is aged in a reposado tequila barrel, yielding a refreshing cider with smooth subtle oak laden tequila notes. (6.9% ABV)

Wyder's Prickly Pineapple will be initially available in Washington, Oregon, California, Arizona, Idaho, Nevada, Texas and Colorado in 12 ounce bottle six packs (\$9.99) and draft. A list of accounts is available at <http://www.wyders.com/locator/>.

The brand will be supported through launch events in targeted markets like Portland, San Diego, San Antonio and Denver, social media, influencer marketing and public relations.

### **About Wyder's Cider**

In the late 80s and early 90s, the Pacific Northwest saw the first wave of the craft movement in beer and cider. Among those riding that wave was Wyder's® Cider out of Vancouver, Canada. In 1993, Wyder's® moved to the US and launched Wyder's Pear and Raspberry, two of the first cider varieties to feature a second fruit, and word of their unique taste spread quickly. Wyder's® has continued steady growth through the years, and now includes a portfolio of Pear, Raspberry, Reposado and Prickly Pineapple varieties.

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*Samples and hi-res images are available by contacting Megan Skinner, phone and email.*