



FOR IMMEDIATE RELEASE:

Sonoma Cider Releases The Original Core Lineup in 12-ounce 4-packs and 12-ounce 6-packs

12-ounce Cans of The Hatchet, The Pitchfork and The Anvil are Added to the Company's "Core Ciders" Series

HEALDSBURG, Calif. (July X, 2017) – [Sonoma Cider](#), the award-winning brand, crafting distinctive, certified organic hard ciders, is pleased to announce the addition of **12-ounce cans** to its portfolio. Packaged in both 6-packs and 4-packs, **The Hatchet – Apple, The Pitchfork – Pear, and The Anvil – Bourbon**, are released just in time for Summer fun. Inspired by Co-founders David and Robert Cordtz's drive to take cider beyond the limitations of glass, these 12-ounce cans can move wherever your Summer adventures take you.

The signature, apple cider "The Hatchet," pear-based "The Pitchfork," and bourbon-flavored "The Anvil", are part of the brand's original "Core Lineup" series, a collection of unique flavors that Sonoma Cider launched with in 2013 that are available year-round. Crafted from organic Pacific Northwest apples, these ciders are produced from freshly squeezed, organic apples in micro batches to deliver intensity of flavor and a refined experience for this rapidly growing category.

"We're beyond excited to release our original three ciders in cans," said Sonoma Cider's Co-founder and Cidermaster, David Cordtz. "It's a trend in the craft beverage section for a reason. The versatility that cans offer consumers cannot be beat."

All three of the core ciders will still be available for purchase in 12-ounce 4-pack bottles. **12-ounce cans of The Hatchet – Apple, The Pitchfork – Pear and The Anvil – Bourbon** are available in 4-packs (\$8.99) and 6-packs (\$13.99).

Sonoma Cider's main line of products are available at retail liquor stores, supermarkets and natural foods stores in most key U.S. markets and Canada. For more information and a list of retailers, please visit www.sonomacider.com.

About Sonoma Cider

Sonoma Cider was founded in 2013 by 20-year veteran Cidermaster, David Cordtz, with his son and Co-founder, Robert Cordtz. Together they combine decades of industry expertise with next generation dynamism.

Sonoma Cider handcrafts the only full line of organic ciders in the U.S., each made with distinctive, all natural, gluten-free ingredients. Sonoma Cider offers four, award-winning "Core Ciders" which are available year-round. This includes the signature, apple cider "The Hatchet," pear-based "The Pitchfork," bourbon-flavored "The Anvil", and sarsaparilla-vanilla "The Washboard". Sonoma Cider also offers other unique flavors through the "Limited Run" series and "Cidermaker Reserve" series.

Sonoma Cider has taken top honors at various competitions nation-wide, including being named the *2015 Cider Producer of the Year* at the New York International Beer Competition. *The Imperial* was also awarded gold at the *2015 California Cider Competition* and silver at *Dan Berger's International Wine and Cider Competition* in 2016.

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