



**FOR IMMEDIATE RELEASE:**

## **SONOMA CIDER APPOINTS UNITED STATES BEVERAGE AS U.S. SALES PARTNER**

HEALDSBURG, Calif. (November 16, 2016) - [Sonoma Cider](#), the award-winning California based cider company, announced a partnership with United States Beverage to manage sales and distributor relationships for their high-end craft cider brand in the USA. This partnership will support the brand's plans for long-term growth, expansion into new states and greater brand awareness throughout the United States. Previously, Sonoma Cider managed the sales functions internally.

"I am thrilled to begin our association with United States Beverage," said David Cordtz, co-founder, CEO and Cidermaster of Sonoma Cider. "Their extensive sales and marketing team with country wide sales coverage will give Sonoma Cider a large, skilled and motivated group of brand ambassadors that have the 'feet on the street' to support our amazing distributor and retail partners. This partnership, combined with our new taproom retail space will allow us to bring Sonoma Cider's organic hard ciders to consumers nationwide."

Currently, Sonoma Cider is distributed in 25 states with plans to expand in the near future. The ciders are sold in 4 pack 12 oz. bottles, 22 oz. bottles, 5.16 gallon kegs and 15.5 gallon kegs. Sonoma Cider handcrafts the only full line of organic ciders in the U.S., each made with distinctive, all natural, gluten-free ingredients.

"U.S. Beverage is honored to partner with the Sonoma Cider team as our companies share similar aspirations," said Justin Fisch, Vice President/General Manager of United States Beverage. "Sonoma Cider fits very well in our portfolio as a result of their quality in management, product and vision. We are excited to bring Sonoma Cider to consumers throughout the United States and are fully committed to ensuring Sonoma Cider's future success in the U.S. market."

The transition to U.S. Beverage will take place on December 1, 2016. At that time, all sales responsibilities will be handled by United States Beverage.

"We are excited," said Robert Cordtz, Co-founder, VP of Operations and Cidermaker of Sonoma Cider. "Our partnership with United States Beverage is going to take Sonoma Cider to a whole new level."

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### **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 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.

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 Taproom & Restaurant is located at 44 F Mill Street, Healdsburg, CA. For reservations, please contact (707) 723-7018. For further information, visit [www.sonomacider.com](http://www.sonomacider.com) or email ([info@sonomacider.com](mailto:info@sonomacider.com)).

### **About United States Beverage**

United States Beverage (USB) is a premium craft and imported beer sales and marketing company located in Stamford, Connecticut. USB provides a national distribution network for a portfolio of premium brands including: Moosehead Lager & Moosehead Radler from Canada; Innis & Gunn from Scotland; The Grupo Damm portfolio of brands from Spain: Estrella Damm, Inedit Damm, and Daura Damm; Czechvar and Czechvar Dark from the Czech Republic; Tona Cerveza from Nicaragua; Kalik from the Bahamas. [www.unitedstatesbeverage.com](http://www.unitedstatesbeverage.com). Next year commemorates United States Beverage’s 20<sup>th</sup> anniversary of representing premium craft and import brands.

**Media Contacts:** Alison Stout ([alison@aspireprco.com](mailto:alison@aspireprco.com)) or Melissa Crawford ([melissa@aspireprco.com](mailto:melissa@aspireprco.com)) or (415) 307-1682.