

SCHILLING HARD CIDER

FOR IMMEDIATE RELEASE

Media Contact:

Nicole Ledford

206-886-9238

nicole@schillingcider.com

SCHILLING CIDER ANNOUNCES NEW BRAND AND NEW CIDERS

Seattle, WA – December 31, 2015 - Schilling Cider is launching their new “Northwest Sea to Sky” branding on January 1st, 2016. The new brand is inspired by the diverse landscapes of the Pacific Northwest and the people who occupy those landscapes.

Along with the new logo and packaging designs, Schilling Cider is producing some bold and interesting new flavors reflective of the not-so-subtle Northwest style. Starting January 2016, cider-drinking patrons can enjoy Schilling Cider’s new 12oz cans available in six pack boxes:

MISCHIEF MAKER

Edgy and perfectly balanced, this cider is sweet with a tart bite of Washington cranberry and bold, California Pomegranate.

ASCENDER

Some things are just too good to change. Ascender is the original Schilling Ginger. It starts with a vigorous, ginger bite, and finishes silky smooth.

LUMBERJACK

This rhubarb cider is rugged and dry with a bright and sweet early autumn pear finish.

GRUMPY BEAR

Drinks like a cider and pours like a stout! This cider is loaded with cold-brew coffee and is the first nitro cider package we know of! What seems like an unlikely pairing may just be so wrong it’s right.

The 12oz six packs aren’t the only changes to Schilling Cider’s 2016 line up; it’s 16oz Cider Makers Select products will be sold in four pack boxes under the new brand design as well.

In addition to the bold new designs and flavors, the recent passing of the CIDER Act (Cider Industry Deserves Equal Rights) lifts the barrier that previously kept carbonation levels low in cider. Cider lovers can expect not only bold new flavors from Schilling Cider, but a more carbonated experience in select ciders.

ABOUT SCHILLING CIDER

In 1881, Colin Schilling’s great-great-grandfather, August, founded the Schilling Spice Company in San Francisco. He brought pure, natural, spices to everyone, at a fair price. Today, at Schilling Cider, we carry August’s core values forward and pair them with innovative cider-making techniques to produce quality, complex, hard ciders. Based in Seattle, Washington, Schilling Cider captures the essence of the Pacific Northwest by creating ciders that are deliberately innovative, bold and flavor forward. Never back-sweetened, we use only 100% fresh pressed apples, locally sourced non-GMO ingredients and individually hand select yeast strains to create a cider experience that is truly unique.