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BC Tree Fruits Launches Pear and Hopped Ciders in Time for Summer



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by dustansept, April 19, 2016



BC Tree Fruits Cider Co. Launches Two New Varieties in Time for Summer

Building on the success of Broken Ladder Apples, BC Tree Fruits Cider Co. brings two additional premium craft ciders to British Columbia

KELOWNA, BC – Building on the success of the original Broken Ladder apple blend, launched in April 2015, BC Tree Fruits Cider Co., a division of BC Tree Fruits, has created two new ciders for release this spring: Pears and Apples & Hops. A successful first year of Broken Ladder Apples for market sales, fruit growers and the cidery onsite tasting bar, led to the creation of the new ciders made with 100% Okanagan fruit.

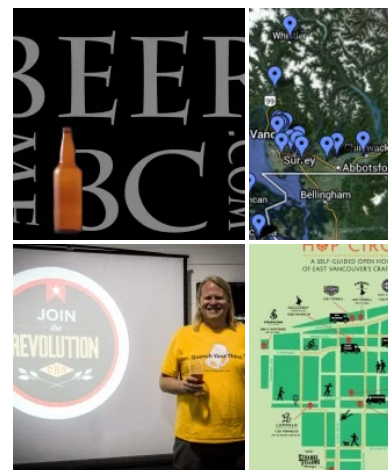
“It was another labor-intensive recipe process,” says Michael Daley, Cidery Manager. “The results are two new varieties of cider, Pears and the unique taste of Apples & Hops. These, in addition to Apples will be available in BC Liquor stores and private retail stores mid-April.”

Pears and Apples & Hops remain true to the core like the original apples blend, with no added sugars or additives. All fruit is locally grown in British Columbia’s Okanagan orchards by BC Tree Fruits Cooperative growers. “Pears cider tastes like biting into a ripe, juicy pear just off the tree,” explains Shannon Forgues, Cidery Promotions

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Manager. Hints of honey and melon balance the pear leaving a lingering citrus note on the finish. The smooth and effervescent taste is well balanced with no added flavours.

With the award-winning success of the original Broken Ladder Apples blend, and the abundance of apples grown every year, BC Tree Fruits Cider Co wanted to create something a bit drier with complex tastes and aromas. Apples & Hops brings the beer and cider worlds together to appeal to true cider fans and offer something new to the beer drinker. The hops adds a dryness to the overall juiciness of the apple, bringing out the citrus notes of grapefruit and lemon on the palate and the nose.

These premium craft ciders are naturally gluten-free, with a traditional full bodied, refreshing taste. Pears contains 4.5% alcohol and Apples & Hops contains 6% alcohol. Apples remains 5.2% alcohol. "Craft cider continues to be one of the fastest growing categories in the beverage sector," adds Daley.

"BC Tree Fruits' place in this market is a perfect fit. We are an authentic homegrown producer. Apples and pears are handpicked and crushed right in our own mill, resulting in premium ciders."

BC Tree Fruits Cooperative is made up of over 500 families, representing over 80% of the tree fruits grown in British Columbia. Cider production expands business for these families and their orchards by creating a perfect value-add for fruit not destined for the fresh market.

Beginning April 15, BC Tree Fruits Cider Pears and Apples & Hops will join the original Apples flavour in BC Liquor Stores, select beer and wine stores and restaurants throughout the province.

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