



Samuel Smith's Organic Apple Cider - in 12 ounce bottles

June 12, 2012

Merchant du Vin and Samuel Smith's Old Brewery are proud to announce the addition of a great new package for **Samuel Smith's Organic Cider: 12 ounce bottles, in four-packs and packed in a full-color case. Available now!**

Sam Smith's Organic Cider was introduced in the US in 2008, in a 18.7 ounce "Victorian Pint" bottle only. Sales have surpassed forecasts, and we have received requests for a 12 ounce bottle. (The 18.7 ounce bottle will still be produced as well.) You can locate retailers near you for cider - as well as any of our beers - via the "find our beer" feature at merchantduvin.com.

Apple cider has a long history in America - it was a common drink even in the 1700s, before cider mills began to give free apple seeds to Mr. John "Johnny Appleseed" Chapman around 1800. After the Civil War, beer began to replace cider on American tables, and of course Prohibition reduced US cider drinking sharply. But the popularity of cider has grown strongly in the US since the early 1990s due to its approachable flavor, light body and refreshing crispness. In England, sales of cider have exploded in recent years. Beer retailers and bars everywhere have noted that cider fits well into beer culture - beer and cider have similar strengths, serving sizes, and they are both usually carbonated - and consumers are pleased to discover the flavor and satisfaction of great cider.

Apple juice used to produce cider contains a mix of apple varieties selected to balance fresh apple flavor with tartness, acidity, and sweetness. Samuel Smith's uses a wine yeast strain to ferment their cider, providing a clean finish and allowing pure apple flavor to shine through. Samuel Smith's Organic Cider is a bright straw-gold with excellent clarity, presenting a light body with brilliant conditioning, a crisp clean flavor, and a dry finish. The bouquet offers fresh apples, with a soft floral note. It's 5.0% alcohol by volume.

Naturally gluten-free, cider is also high in antioxidants. Samuel Smith's Organic Cider is Certified Organic by the USDA-accredited UK Soil Association.

Established in 1758, Samuel Smith's Old Brewery is independent and committed to quality, using the finest ingredients available for their beer and cider.



Merchant du Vin imports Samuel Smith (England); Traquair House (Scotland); Ayinger & the organic beers of Pinkus (Germany); and Zatec (Czech Republic). Our beers from Belgium include Lindemans lambics and Green's gluten-free ales, as well as the Trappist breweries of Orval, Westmalle, & Rochefort.



Contact: Craig Hartinger
253-656-0321 craigh@mdvbeer.com
18200 Olympic Ave. S.
Tukwila, WA 98188

Merchant du Vin, Specialty Beer Importers *Since 1978*
merchantduvin.com  