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Stem Ciders Growth Plans for Colorado Expands Partnering with Breakthru Beverage and Odell Brewing

Denver, CO. – Denver based Stem Ciders has announced a new distribution partnership with Breakthru Beverage Group, moving in a new direction from their current self-distribution along the front-range to cover the entire state of Colorado with Breakthru.

“We’re thrilled to have Breakthru championing our brand in partnership with Odell. In the ever-changing climate of beer and wine legislation, we see Breakthru as the engine behind the success in distribution across Colorado”, Eric Foster, Stem’s Co-Founder and CEO.

Opened in 2014, Stem Ciders has experienced rapid growth and recognized the need to expand their on-premise and off-premise opportunities. Breakthru will be distributing Stem Cider’s complete portfolio which comprised of 6 core offerings. Can and draft offerings include the dry-hopped Remedy; Malice, and Branch & Bramble brands. Limited 500 ml bottles and draft will be available for Le Chene, L’Acier, and Crabby Neighbor.

Stem Ciders will also be partnering with Fort Collins based Odell Brewing for sales and distributor support throughout the state. “We’ve been working with Breakthru Beverage for years and the partnership with Stem offers us insight into an emerging market. They share the same passion for cider as we do for beer,” says Eric Smith, Odell Brewing’s Chief Sales and Marketing Officer. Odell Brewing has received recognition for outstanding distributor performance through top rankings in the 2014 and 2015 Tamarron Consulting’s annual Craft Brewer Performance Survey.

"We're very excited to have Odell as our partner, and to be representing the craft cider category alongside such an iconic brand. As a leader in the craft beer industry in both quality and brand, Odell has been smart about growth in a way that aligns well with Stem's own company values and trajectories," said Eric Foster, Co-Founder of Stem Ciders.

Further details about Stem Ciders can be found at stemciders.com.

About Stem Ciders – Stem Ciders was founded in 2014 by Eric Foster and Phil Kao, two passionate entrepreneurs with a deep appreciation for craft, and a strong commitment to reviving the cider tradition. Stem produces cider founded on three main principles: quality, style, and tradition.

About Breakthru Beverage - Breakthru Beverage was formed by joining substantial holdings of The Charmer Sunbelt Group and Wirtz Beverage Group. The company employs more than 7,000 associates and with its affiliates has operations across the US and Canada. For more information, visit BreakthruBev.com.

About Odell Brewing - Odell Brewing is an independent, family and employee owned regional craft brewery. Since 1989, the culture of family and collaboration has thrived, fostering a brewery full of beer-centric people. It is this passion for beer that inspires Odell Brewing to create quality, hand-crafted and innovative brews. Odell Brewing is committed to providing exceptional service to its customers while making positive contributions to their co-workers and community through its outreach and charitable giving programs. Odell Brewing was named the “Best Medium Sized Company to Work For” in Colorado in 2015 and is the 32nd largest craft brewery in the United States.