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## **Stem Ciders Expands Distribution to Illinois with Breakthru Beverage Partnership**

**Denver, Colo. | January 2017** — [Stem Ciders](#), a Denver, CO based craft cidery is expanding its distribution outside of Colorado with Breakthru Beverage Illinois. Distribution in the Chicago market and throughout the state of Illinois will begin in February.

"Illinois represents a tremendous opportunity for us to expand our distribution footprint outside of Colorado to another savvy market that's thirsty for our style of clean, craft ciders," said Matt Hoskins, Director of Sales at Stem Ciders. "With a partner like Breakthru, we think the sky is our only limit. We look forward to a long and healthy partnership in Illinois and beyond".

Stem Ciders plans to launch both cans and draft throughout the state. The cidery will bring their flagship ciders: Real Dry Apple Cider, Hopped Apple Cider, Raspberry Apple Cider, along with the debut of the first from their new Off-Dry Series, Off-Dry Apple Cider.

"Stem Ciders is going to be a welcome addition to the Illinois market," said Breakthru Illinois VP of Sales, Jeff Roth. "Their dedication to producing the highest quality cider possible and innovative packaging sets a high bar in the category. We are very bullish on the future of craft cider and we feel Stem Ciders is going to be a major player in the category for a long time".

Stem Ciders will launch in celebration of Chicago Cider Week, CiderCon, and Cider Summit Chicago. Illinoisans are invited to attend a series of events throughout the city in celebration, February 3<sup>rd</sup> - 18<sup>th</sup>. For a complete event listing, visit: [stemciders.com/events](http://stemciders.com/events).

**About Stem Ciders** – Stem Ciders was founded in 2013 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. Stem has created a reputable and recognizable brand in the diverse category of craft cider, and as such, has received critical acclaim and awards at both the local and national level.

**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](http://BreakthruBev.com).

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