



FOR IMMEDIATE RELEASE:

STEM CIDERS LAUNCHES OFF-DRY SERIES, SHIFTS BRAND FOCUS TO INGREDIENTS FIRST

Denver, Colo. | January 2017 - Stem Ciders, of Denver, Colorado, is starting off 2017 with a new cider release - *Off-Dry Apple Cider*. This first release of the cidery's new Off-Dry Series will launch across Colorado beginning Monday, January 30th.

Best known for making dry ciders and the line, "Yeah, it's Dry. Drink it Already", Stem's Head Cidermaker Ian Capps details the challenges met in producing the cidery's first Off-Dry product, without adding sweetness. "Instead of fermenting to complete dryness and back sweetening with juice to reach the ideal off-dry qualities, we halt fermentation at the precise moment just before all the natural sugar in the juice is fermented. This process allows us to retain the integrity of the original apple." The result is a juicy, clean cider with balanced acidity and a distinct apple aroma, with a 5.8% ABV. Off-Dry will be available in 4-packs of 12oz cans and on draft.

With this new series also comes a shift in the branding of their core ciders: Malice, Remedy, Branch & Bramble, to focus on the ingredients used and the qualities of the product itself. Beginning in February, you'll find Malice as *Real Dry Apple Cider*, Remedy as *Hopped Apple Cider*, and Branch & Bramble as *Raspberry Apple Cider*. The new branding showcases the ingredient list as a key design element, while keeping the original design shape of the brands in place. "As we say, "The measure of a good cider is the sum of its parts. The fewer the ingredients, the closer we are to the apple", said Courtney O'Rourke, Director of Marketing. "We wanted to bring the quality and integrity of our products to the forefront. If it's real dry apple cider, then why not call it Real Dry Apple Cider? Keep it simple, keep it craft".

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