



## Samuel Smith's Organic Apple Cider

Seattle, May 21, 2008

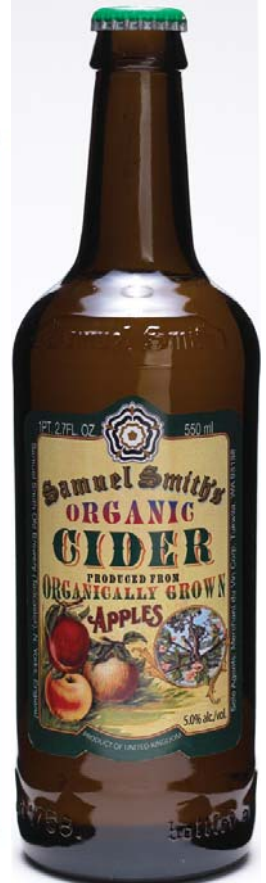
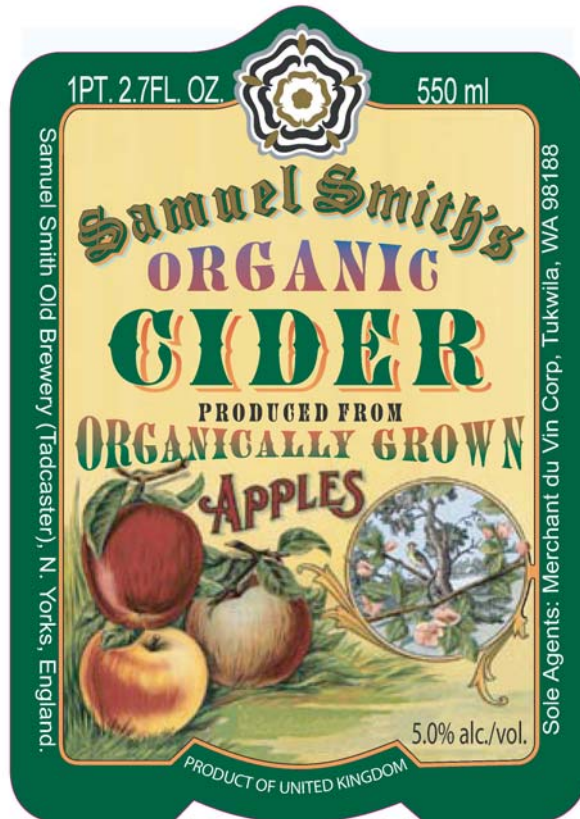
Merchant du Vin and Samuel Smith's Old Brewery are proud to announce the introduction of **Samuel Smith's Organic Cider**. This exciting new addition to the Smith line will be available nationally around the first of June.

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

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