



King Eider's Pub Introduces Samuel Smith's Organic Apple Cider

Damariscotta, ME & Seattle, WA - May, 2008



King Eider's Pub in historic Damariscotta and importer Merchant du Vin are proud to announce the restaurant introduction of **Samuel Smith's Organic Cider**. This exciting new addition to the Samuel Smith line will debut at King Eider's Pub, in Damariscotta, starting June 2. King Eider's Pub is famous for great hospitality, an excellent menu, and outstanding beverages of all kinds - now including this appealing, beautifully-made hard 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. Naturally gluten-free, cider is also high in antioxidants. Samuel Smith's Organic Cider is Certified Organic by the USDA-accredited UK Soil Association. It's 5.0% alcohol by volume.

King Eider's Pub has been a top Samuel Smith ambassador for years, serving a wide range of their Yorkshire specialty beers. They've visited Tadcaster in person, and nowhere in mid-coast Maine offers as wide a variety of Samuel Smith's beers as does this warm and friendly pub.

As Todd Maurer of King Eider's says, "The best English pub traditions have made their way from Tadcaster to Damariscotta, Maine, and we are delighted to invite everyone to experience the excellence that can only come from 250 years of brewing experience."

To introduce Samuel Smith's Organic Cider to New England, King Eider's has created a signature dish, just added to their menu: Pineapple Chipotle Salmon, a generous filet grilled and glazed with a combination of pineapple and chipotle, and finished with toasted seasoned bread crumbs.



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