



FOR IMMEDIATE RELEASE

BC TREE FRUITS CIDER CO. LAUNCHES BROKEN LADDER ROSÉ PREMIUM CIDER

March 29, 2019

KELOWNA, BC – BC Tree Fruits Cider Co. is excited to announce the launch of the fourth *Broken Ladder* premium craft cider product, Rosé. Joining the current Apples, Apples & Hops and Pears & Peaches, Rosé is an authentic cider that contains 100% apples and cherries and is fresh and fruit forward with notes of sour cherries and hibiscus flower with a deep pink colour.

Broken Ladder premium craft ciders launched in 2014 by BC Tree Fruits Cider Co. in British Columbia as a value added opportunity for our over 400 grower families of BC Tree Fruits Cooperative, who grow some of the finest tree fruits on earth.

"We are thrilled to launch the Rosé premium craft cider to the BC market this spring," says Cidermaker Nadine Harrison. "This fourth *Broken Ladder* premium craft cider is made with the same values as the previous three, true to the core with our handpicked fruits being crushed in our mill, the juice then fermented and packaged all on site in our cidery with no added water or processed sugar and is gluten free."

"Through our cidery and tasting room here in Kelowna we have experimented with a couple different blends of Rosé to huge fanfare and are excited to share this exceptional product," says General Manager Michael Daley.

Broken Ladder Rosé premium craft cider will be sold in a four-pack (473ml cans) and available now through BC government liquor stores (BCLDB), select private liquor stores and grocery locations across BC.

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About BC Tree Fruits Cider Co.:

BC Tree Fruits Cider Co celebrates the passion of three generations in the BC Tree Fruits family in British Columbia's Okanagan Valley. After launching their inaugural cider, Broken Ladder Apples across BC in 2015, and in Alberta in 2016, they added two new varieties, Pears and Apples & Hops. Spring 2017 saw the introduction of a fourth cider, Pears & Peaches. Spring 2019 brings the launch of the fourth cider product Rosé. True to the core, all Broken Ladder varieties are a value added opportunity for our 400+ growers and pickers who bring the finest fruits on earth from the tree to the glass, resulting in the perfect recipe for premium Craft Cider, with all the flavours nature intended.

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