



PRESS RELEASE
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For Immediate Release
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HAZLITT 1852 VINEYARDS ANNOUNCES EXPANSION OF CIDER TREE SALES TEAM

(Hector, NY) January 8, 2015--Hazlitt 1852 Vineyards is proud to announce the promotion of Jon Luckenbach as Sales Representative for Cider Tree. Luckenbach's focus as Sales Representative will be in the New York State market and will encompass handling distributor relations, sales, tastings and events.

"Luckenbach's experience as Hazlitt's Red Cat Cellars Assistant Tasting Room Manager afforded him excellent product knowledge and made him an excellent fit for the new position," stated General Manager, Dan DeBell.

Luckenbach joined the team at Hazlitt's Red Cat Cellars in July 2012 as a part-time Tasting Room Sales Associate and became full time by the end of the year. In August 2013, he was promoted to Assistant Tasting Room Manager. While in his Tasting Room Manager position, Luckenbach managed the tasting room staff, inventory, tasting room sales, and demonstrated his enthusiasm for learning Hazlitt products. His commitment, skill set, and drive to sell were recognized as an asset in the development of the Cider Tree sales team. "I am excited to have the opportunity to help drive the Cider Tree salesforce in New York State," says Luckenbach. "The cider market is booming and we have a hot product to introduce."

The growth of the Cider Tree brand has been brisk since its introduction in spring 2014. The expansion of the sales team will support the continued growth of the brand in new markets such as Pennsylvania and Massachusetts in 2015.

About Cider Tree

Cider Tree is a 6.6% ABV hard cider made with 100% New York State apples. All the packaging materials are produced in New York State. The product is produced with fresh pressed apples and champagne yeast. Pure and simple - Honest to the Core. The product is

gluten free. Cider Tree is a product of Hazlitt 1852 Vineyards and produced at Hazlitt's Red Cat Cellars. For more information visit: www.HazlittCiderTree.com.

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