



PRESS RELEASE
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For Immediate Release
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HAZLITT'S ENTERS HARD CIDER MARKET

Hector, NY, June 5, 2014 [Hazlitt 1852 Vineyards](#) breaks into the US hard apple cider market with Hazlitt's Cider Tree. At 6.6% ABV, Cider Tree will be available in four packs of 12oz bottles and single 750mL bottles at liquor stores, grocery and convenient stores. There is high anticipation that Cider Tree will be available nationally as demand for the product increases.

"Distributors in states across the country have expressed interest in Cider Tree. Deliveries have already been made to Delaware, Maryland and South Carolina. It's an exciting time for Hazlitt's," says Dave Fitch, Sales Manager for Cider Tree.

Helping with distribution throughout New York state, John Potter of Seneca Beverage, says "Cider Tree is truly a local product. The bottle is made in Elmira, the packaging in Elmira and Victor, the apples are grown in Geneva and the labels are from Norwich. It's thrilling to be able to provide the local market with a product that is actually hand crafted in their own back yard."

Possessing a drive for product diversification and noticing a need in the marketplace for a cider different from others on the shelves, Co-CEO Doug Hazlitt says, "Everyone I share Cider Tree with instantly enjoys it. I'm pleased to offer a product that appeals to such a large variety of consumers."

Cider Tree is a semi-dry ultra premium sparkling New York state hard cider made from fresh pressed apples. For more information, contact Stephanie Jarvis at Stephanie.Jarvis!@Hazlitt1852.com .

[Cider Tree Sales Sheet](#)
[Cider Tree Imagery](#)

About Hazlitt's

The Hazlitt family has been farming on the eastern shore of Seneca Lake in New York for over 160 years. Established in 1984, Hazlitt 1852 Vineyards continues the family tradition of sustainable farming and producing quality products. Its internationally-renowned wines include Riesling, Pinot Gris, Gewürztraminer, Sauvignon Blanc, Cabernet Franc. Most notably, Hazlitt's is renowned for its flagship wine brand Red Cat, one of the most popular and best-selling New York State wines. For more information, please visit hazlitt1852.com.