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SLO CIDER CO.

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## **Soon to Open SLO Cider Co. Apple-ing to Local Connoisseurs**

Fresh off a victory for "Best Drink" at the SLO Craft Beer Fest 2020, SLO Cider is ready to spread the love to San Luis Obispo with public distribution of their hard ciders and the grand opening of their tasting room on Friday, March 13th, in the industrial area of San Luis Obispo. The company consists of Nate Adamski (Operations), Jeremy Fleming (Cider Maker) and Pete Ayer (Marketing), a unique blend of 3 different backgrounds to create a promising and harmonious blend of hard cider and positive vibes.

For over a year, the trio has been working diligently to create 4 flavors, *Dry • Hopped • Rosé • Tropical*, which are hitting the markets this spring in 16oz cans as well as draft kegs at local markets and restaurants. Nate, who's been deep in the cider industry for over 6 years, initiated the creation of SLO Cider and it's team. *"Once Pete, Jeremy and myself were in the same room discussing our love for cider, the magic started to happen"* states Nate. *"We all have a different approach to the cider industry, so blending our experiences and goals has really aided a solid business plan and lucrative approach to the cider industry."*

Their branding, crafted by Pete, is provocative to the eye with 1970's visuals and consistent design aesthetics throughout the brand. *"I wanted to create a brand that was timeless and felt old school yet brand new. I was heavily influenced by the 70's era when I was a kid, and went back to my roots to keep the vibes going throughout our brand messaging and overall appearance. We're super excited to be producing a vibe that represents the locals of SLO, and speaks to the travelers and those who love our little town."*

*"The flavors we are releasing this Spring have been in development for over a year with the idea of crafting a beverage for new cider drinkers, experienced cider connoisseurs, and/or the generally adventurous cider drinker"* Jeremy states. He's the engineer who's been designing, building, and manufacturing processes related to breweries and beverage crafters for over 8 years. *"I took a semi-traditional approach to our cider making and added some modern practices to craft a cider that I am proud of and can stand behind. I've really tried to listen to people's critiques of hard cider in general, and in return I've been able to craft a product that encompasses my education and intuition, as well as the feedback of our local cider drinkers."*

SLO Cider's tasting room is opening to the public on Friday, March 13th, 2020 starting at 5:00pm. They'll have canned cider for purchase, along with various ciders on tap in the tasting room. You can find them online at [www.SLOCiderCo.com](http://www.SLOCiderCo.com) and 3419 Roberto Ct., Suite C, San Luis Obispo, Ca. 93401.