



ARDIEL NEXT GENERATION CIDERS APPEALING TO A YOUNGER AUDIENCE

REBRAND ARDIEL APPLE DRY CIDER Permanent SKU +497214
NEW ARDIEL PEAR DRY CIDER Summer Seasonal SKU +0032733

Drier, lower alcohol 5.5%
Bright appealing contemporary artisan packaging

KEY SELLING POINTS

Local Ontario

100% Ontario Apples & Pears. Apples grown in the Beaver Valley, Blue Mountains

Family owned

Four generations the Ardiel family have owned orchards and grown apples

Hand picked

Apples & Pears are selected from specific varieties to make distinct cider blends

Fresh pressed

Only fresh pressed juice is used in the cider making process, no sugar added

Gluten free

Apple and Pear ciders are naturally gluten free

Pasteurized



ARDIEL APPLE DRY CIDER

LCBO Permanent SKU +497214 Price \$3.75 * P05 LTO + End Aisle

Ardiel APPLE Dry Cider is "Classic" in style with full bodied cider flavours and a vibrant crisp mid palate, finishing with a clean refreshingly dry finish. Considered very dry in comparison to most ciders with no sugar added, a small amount of fresh pressed apple juice (with natural sugars) is blended back after fermentation to balance out the acidity and enhance the flavours. RS 17 g/L



ARDIEL PEAR DRY CIDER

LCBO Summer Seasonal SKU +0032733 Price \$3.75 June–December 2023

PEAR Dry Cider is elegant with delicious pear flavours that dance on your tongue. Traditionally known as Perry this sparkling pear cider offers a unique refreshing taste experience. Considered very dry in comparison to most ciders with no sugar added, a small amount of fresh pressed pear juice (with natural sugars) is blended back after fermentation to enhance the flavours. RS 22 g/L



ARDIEL

CIDER HOUSE

ARDIEL APPLE DRY CIDER

Permanent Sku +497214
 Regular Price \$3.75

LTO .25c PO5
 End Aisle EA17 PO5



ARDIEL PEAR DRY CIDER

Summer Seasonal Sku +0032733
 Regular Price \$3.75

PRIOR LCBO #648410

