

**HOGAN'S
CIDER**

FERMENTED FROM
**100%
FRESH
PRESSED
ENGLISH
APPLES**



Hogan's Cider goes stateside!

Warwickshire cider-maker Allen Hogan of Hogan's Cider is toasting a new business venture that has seen his traditionally-made cider shipped over the Atlantic for distribution to bars and taverns across America.

The enterprise came about after a search by US specialty beer importer Shelton Brothers of Massachusetts for an authentic English cider to add to their range of hand-crafted beers and ales sourced from around the globe.

The Shelton Brothers, from appropriately named Belchertown, had been struggling to locate a genuine draught product to help build their burgeoning range of artisan ciders, when they were recommended Hogan's by another traditional cider maker from Herefordshire early last year.

Fruitful negotiations during ensuing months resulted in the first shipment of kegs leaving for the US in late November. The cider is currently in the process of being distributed to outlets as far afield as Reno, Nevada to the mid-Atlantic city of Baltimore, Maryland. It is also due to feature in a spring cider festival in Madison, Wisconsin.

Shelton Brothers Vice-President Ron Extract said "We believe the best drinks are made with a sense of place so we are proud to introduce cider from Hogan's, a cider maker that sources only traditional cider apples from Herefordshire, Gloucestershire and Worcestershire. Shelton Brothers specifically seeks out craftsmen who are passionate about making a natural and traditionally-made product and Hogan's is an ideal example."

Allen Hogan from Hogan's Cider said "Shelton Brothers has a well deserved reputation for scouring the international beer and cider producing regions and sourcing the very best from them. We are delighted that they have chosen Hogan's draught cider to import from the UK.

We believe this vote of confidence is a reflection of the passion and care we demonstrate when making our ciders, using only fresh pressed English cider apples. It's very satisfying to think that cider lovers across the US will soon be able to enjoy a pint of Hogan's draught cider."

Spokesperson for the UK National Association of Cider Makers (NACM) Simon Russell commented "Shelton Brothers has a reputation of importing beers of quality and provenance into the US. It is therefore a real compliment that when they looked to add a cider to their portfolio it was Hogan's they selected."

It is hoped that the taste buds of American drinkers will acclimatise to the authentic taste of this timeless Midlands classic and that shipments to the States will become a regular event.