

**FOR IMMEDIATE RELEASE**

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## **THE ORIGINAL IS BACK - STRONGBOW® RE-INTRODUCES ORIGINAL DRY CIDER THIS SUMMER**

WHITE PLAINS, N.Y. (May 15<sup>th</sup> 2018) – This summer, Strongbow® Hard Ciders, the #1 global cider brand<sup>1</sup> is bringing back by popular demand the renowned Original Dry. In over 160K social media mentions since it was discontinued, over 100K of our loyal consumers have been asking for the original flavor, a dry cider made with a mixture of bittersweet and culinary apples for a crisp, less sweet taste. Like all Strongbow® products, Original Dry contains no artificial flavors or colors, and it has 5% ABV. It will be available nationally starting in June 2018 in 16.9oz single serve cans and 4-pack 16.9oz cans.

"We're bringing back the less sweet, original hard cider that so many devoted Strongbow consumers have been asking for," said Jessica Robinson, Vice President, Portfolio Brands at HEINEKEN USA. "The makers of Strongbow have over 125 years of cider making heritage in the UK, and the brand is England's #1 Dry Cider<sup>1</sup>. We're bringing this flavor back to the U.S. to provide our consumers with the drier, crisp and refreshing taste of Strongbow they've been pressing us for."

Strongbow® is capitalizing on the rising growth of cans, too. "Cider single serve is up +10%<sup>2</sup> and cider cans are up +22.2%<sup>2</sup>," continued Robinson. "We'll continue to take advantage of this growth with the 16.9oz Original Dry can and provide our consumers with the authentic cider they want in a package they prefer."

Strongbow® Original Dry 16.9oz cans will be available first in on-premise accounts starting in June to meet the needs of consumers seeking new tastes and engaging experiences. Expansion to off-premise locations will soon follow. The launch will be supported by a full visibility program with new and

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<sup>1</sup> Canadean, 2016 global volume, ranking of biggest global cider brands in thousand hectoliters.

<sup>2</sup> Nielsen FDCM+ latest 26 WE 12.23.17

impactful POS elements. A 360-degree marketing plan will build awareness through highly targeted digital, social, and PR engagement focused specifically around Strongbow fans.

Strongbow® Original Dry will be available in single serve 16.9oz cans and 4-pack 16.9oz cans, replacing the 14.9oz Gold Apple can. Strongbow® Original Dry is 5% ABV. To find all Strongbow® flavors near you, please visit our product locator at [www.Strongbow.com](http://www.Strongbow.com)

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### **About HEINEKEN USA**

HEINEKEN USA Inc., the nation's leading high-end beer importer, is a subsidiary of HEINEKEN International NV, the world's most international brewer. Key brands imported into the U.S. are Heineken®, the world's most international beer brand, the Dos Equis Franchise, the Tecate Franchise and Strongbow Hard Ciders. HEINEKEN USA also imports Amstel Light, Amstel Xlight, Indio, Carta Blanca and Bohemia brands. For the latest information on our company and brands, follow us on Twitter @HeinekenUSACorp, or visit HEINEKENUSA.com.