



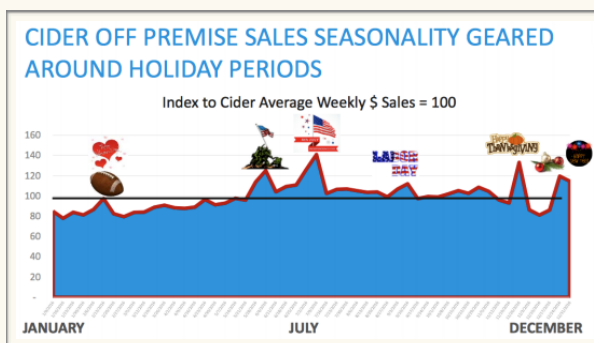
ESTATE GROWN GOWAN'S HEIRLOOM CIDERS

EST 1876

4th of July Merchandising



Cider's peak sales occur with the 4th of July. You can see the report from Nielsen on 2016 trends:



The United States Association of Cider Makers is actively promoting cider for the 4th of July holiday. Help build on this momentum by using [#PickCider](#).

We recommend increasing cider retail stock to accommodate holiday sales!



DID YOU KNOW?



In colonial times, cider was America's drink of choice for everyone from the Founding Fathers to pioneer families.



Gold ribbon apples make gold medal ciders! **1876 Heirloom** won 2016 Best of Show; **Gravenstein Heirloom** won Reserve Best.



Made from 100% LOCAL apples grown in CALIFORNIA and family-farmed for 6 generations.