



5645 King Rd.
Nobleton, ON L0G 1N0
Tel: 905-859-5464
Fax: 905-859-7531

Beer Barons acquire Thornbury Village Cidery and launch Thornbury Premium Apple Cider

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Today, Beer Barons announced the acquisition of the Thornbury Village Cidery and launched a new cider, Thornbury Premium Apple Cider into the Canadian marketplace. Thornbury Village Cidery, based in Thornbury Ontario has been in operation since 2007 and operates a state of the art production facility.

Doug Johnson, the Director of Operations at the cidery, will remain in his role as head of Operations and Cider Master crafting Thornbury Premium cider. “We set out to produce the highest quality cider. Our equipment and production processes are second to none. With our operations in Thornbury, we are strategically located in the center of Ontario’s apple growing region. In order for the cidery to realize its full potential across Canada and beyond, we needed the right management team to take us to the next level. We feel that the Beer Barons team will provide us with the necessary support to exponentially grow the business.”

In his meeting with staff, Sean Fleming, CEO for Beer Barons, outlined the strategy behind the acquisition. “Beer Barons is committed to producing and importing the world’s highest quality products in the beverage alcohol category. We believe that Thornbury Village Cidery meets these high standards and it fits our growth strategy. We are excited about the acquisition and are looking forward to the new products the Cidery will offer to the Canadian consumer.”

Troy Taylor, Beer Barons’ National Director of Sales and Marketing added, “Cider is one of the fastest growing categories at the LCBO and is showing strong growth globally. Our research indicated that consumers are looking for a high quality product that is refreshing, light in calories, dry and not from concentrate. Thornbury Premium Cider looks like a traditional English cider, but its taste is dry and crisp. We source 100% of our apples locally which gives Thornbury Premium Cider its unique character.

Thornbury Premium Cider contains 5.3% alcohol by volume with 167 calories per 341ml bottle and is gluten free. The cider will be available across Ontario in LCBO stores July 3rd.

For more information contact:

Troy Taylor National Director of Sales and Marketing:
416-704-3039 email: troy.taylor@beerbarons.com

More about the apple growing region

At the turn of the century, John Mitchell began farming apples and his apple juice became well known throughout the area. In 1905 Mitchell organized The Georgian Bay Fruit Growers Association providing further growth to the industry which eventually led to Meaford being named as the apple capital of Ontario. In the early 1900's, there were more than 300 thousand acres of apples in Ontario. This represented approximately 10 million trees!

Apple storage facilities were always located next to railway lines and Thornbury Village Cidery is currently produced in one of the original historic apple storage facilities next to the old railway line (now the Georgian trail).

In 1977 Golden Town installed a small press to produce unfiltered apple juice. They presently have the most modern equipment and techniques to process and transport their apple products. Thornbury Village Cidery sources its fresh-pressed apple juice directly from Golden Town.

Today, the most popular type of apples grown in this area are McIntosh followed by Honey Crisp, Northern Spy, Ambrosia and Gala all of which are shipped across Ontario and around the world. Thornbury uses a special blend of Ontario apples to get the exact flavour profile needed for its Thornbury Premium Cider.

More about Beer Barons

Beer Barons produces and distributes high quality specialty beers throughout Canada. They have partnerships with leading brewers around the world including Weihenstephan, the world's oldest brewery, Brasserie Lefebvre and Oud Beersel.

Beer Barons also recently acquired King Brewery. Since its official opening in July of 2002, King Brewery located in Nobleton, Ontario has enjoyed great success with both premium beer drinkers and critics' alike, turning heads with its one of a kind true to style, Czech Pilsner.

King Brewery is a market leader in brewing stylistically authentic, ultra premium lagers. It combines the true premium nature of old world brewing with the freshness and accessibility of a local product. King is dedicated to providing Canadian beer drinkers with locally produced beers that rival the world's best.