10 Shiny Facts That Separate Shiny Apple Cider From Other Ciders

1. Shiny Apple Cider is made with Ontario apples sourced from Norfolk County and Collingwood/Blue Mountain area.

2. Shiny Apple Cider is made with nine different types of Ontario apples, including McIntosh, Honeycrisp, Northern Spy, Empire and Spartan.

3. The team at Shiny Apple Cider crush and press the apples on-location at their cidery in Niagara-on-the-Lake to ensure the freshest taste. They never use apple juice from concentrate like other cider brands.

4. Shiny Apple Cider is 100% vegan and gluten-free.

5. Shiny Apple Cider prevents food waste. The team at Shiny Apple Cider use apples from old apple orchards that no longer meet the standards for fresh market apples, thereby saving heritage orchards. Plus, they use “ugly” apples that supermarkets will not accept.

6. Shiny Apple Cider is made by a winemaking team led by award-winning winemaker Angela Kasimos using techniques learned from making white wine, which is what gives Shiny Apple Cider its complexity.

7. Shiny Apple Cider is available at LCBO’s Ontario-wide, but Shiny Apple Cranberry, Shiny Apple Pinot Noir, and Shiny Apple Oaked Cider are all going to be available soon.

8. Pairing with Shiny Apple Cider is like pairing with any sparkling wine. Shiny Apple Cider pairs well with all foods, including salads, because it has the right balance of tart and sweet.

9. Shiny Apple Cider has only 7% alcohol, which makes it perfect for sipping on a patio on sunny days.

10. Shiny Apple Cider drinkers are loyal ambassadors. What we hear from them is that they are amazed at how fresh-tasting, and easy-to-drink Shiny Apple Cider is. Loyal Shiny drinkers say Shiny Apple Cider makes a great host or hostess gift in place of sparkling wine or that it is a great easy sipper, perfect for when you just finished mowing the lawn or when you are sitting on a patio with friends.

For more information, or to arrange an interview with a Shiny Apple Cider spokesperson, please contact David Weinstein at 416 553 9454; dwcommunications@rogers.com