

Pommies Cider giving away apple trees at LCBO tomorrow

Just in time for their third annual Apple Tree Giveaway, Pommies Cider Co. of Bolton has announced the launch of their new brand of craft cider, Pommies Farmhouse, which will be hitting LCBO shelves next week.

For tallboy fans, Pommies Farmhouse will be sold in 473ml cans and is the newest addition to the cider-maker's annual homage to Johnny Appleseed, which is currently taking place at select LCBO locations.

They will be at the Bolton outlet, 30 McEwan Dr. East, tomorrow (Friday) from 4 to 8 p.m.

Consumers, who purchase 12 bottles or cans of Pommies Dry and/or Pommies Farmhouse, will take home their very own apple tree. "Going into the third year of this campaign, it is exciting to think we have already put over 400 apple trees in the ground," said Pommies Nick Sutcliffe. "This campaign is very important to us. Ontario grows the best apples in the world for cider production, and we are committed to putting trees back into the ground whenever possible; and now our consumers can be part of that effort too."

"This annual campaign has been a great partnership," said Leanne Rhee, category manager of beer and cider at LCBO. "The apple tree giveaway highlights the Ontario cider industry and all it supports, including agriculture, tourism and manufacturing. The cider category continues to see great growth at the LCBO and Ontario cider has been making a growing impact."

The heritage gala apple trees that will be given away are approximately three feet tall and one year old. Detailed planting and growing instructions will be provided with each tree.



Nick and Lindsay Sutcliffe, owners of Pommies Cider, paid a visit to the Orangeville LCBO on Riddell Road as part of their annual Apple Tree Giveaway. This year, Pommies introduced Farmhouse Cider, their newest beverage under the Pommies umbrella. For every 12 bottles or Cans of Pommies or Farmhouse Cider, customers were given a free apple tree. they will be at the LCBO Outlet in Bolton tomorrow (Friday) from 4 to 8 p.m. Photo by Tabitha Wells