

Pommies Dry Cider giving away apple trees

During April at select LCBO locations in Ontario, consumers who purchase three four-packs of Pommies Dry Cider will walk away with an apple tree to plant in their yard.

The giveaway highlights that Pommies is made from 100 per cent juice from Ontario apples and encourages the growth of apple trees in Ontario.

There will be a cider tasting and tree giveaway at the Bolton LCBO outlet April 26, from 4 to 8 p.m. The Bolton store is at 30 McEwan Dr. East.

“The next best thing to grabbing a cold Pommies from your fridge is picking an apple off your own apple tree,” said Nick Sutcliffe, owner of Southern Cliff Brands of Bolton, and a cider drinker. “Lots of companies give away stuff, usually plastic, but we wanted to make sure that we offered consumers something that benefits them for years to come.”

“The LCBO is committed to ensuring our operations are environmentally sustainable,” said Leanne Rhee, category manager of beer and cider for LCBO. “It makes both environmental and good business sense to support the sales of Ontario ciders. It stimulates the Ontario economy, creates jobs and has less environmental impact as local products are shipped shorter distances.”

Other cider tastings and tree giveaways will take place at Orangeville LCBO (510 Riddell Dr.) April 12, from 4 to 8 p.m.; Toronto LCBO (232 Dupont St.) April 13, from 11:30 a.m. to 3:30 p.m. and Ottawa LCBO (275 Rideau St.) April 20, from noon to 4 p.m.

The Gala apple trees to be given away at each location are approximately three feet tall. The dwarf variety trees will not exceed a height of eight-feet fully grown. Detailed planting and growing instructions will be provided with each tree.

A premium brand of hard cider, made entirely from Ontario heritage apples, Pommies Dry Cider is a refreshing, dry and light-bodied cider with a crisp, lasting finish. Produced in Caledon, each bottle contains a blend of five different varieties of Ontario apples. Made from 100 per cent juice, Pommies has no added artificial flavourings, colourings and is not made from concentrate.