

Take home an apple tree ? Buy Pommies Cider or Pommies Farmhouse Cider at the LCBO

Just in time for their fourth annual Apple Tree Giveaway, Pommies Cider Co. of Caledon has announced that their cider, known for its original 355-ml. bottle, will now also be sold in a single serving 473-ml. can.

The can will launch during Pommies annual Apple Tree Giveaway, which takes place in the coming weeks at select LCBO locations. Consumers who purchase 12 bottles or cans of Pommies Cider and/or Pommies Farmhouse Cider will leave the store with a gala apple tree.

"We love this time of year and always look forward to our tree campaign," said Pommies Cider Co. owner Nick Sutcliffe. "We love everything that it stands for, especially educating consumers about Ontario craft cider being made from 100 per cent Ontario apple juice and then putting an apple tree in their hands to plant."

"To date we have given away over 450 apple trees during this campaign and we look forward to even more this year and for years to come," he added.

"It has been great to see the growth of the Ontario Craft Cider segment in the LCBO, and we are proud to support this campaign that highlights so many positives of our locally grown cider industry," said Mark Wilson, acting category manager of beer and cider at LCBO.

Pommies Cider tastings and tree giveaways will take place at the Bolton LCBO (30 McEwan Dr. East) tomorrow (Friday), from 4 p.m. to 8 p.m.

The heritage gala apple trees that will be given away at each location are approximately three feet tall and one-year-old. These dwarf variety trees will not exceed eight-feet tall when fully grown. Detailed planting and growing instructions will be provided with each tree.