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Press Release

FOR IMMEDIATE RELEASE

Second Annual Hard Cider Festival Gathers Local PA Cider

(Philadelphia, PA. June 30th, 2014) – After a sell-out debut in 2013, the 2nd Annual Pour the Core: Hard Cider Festival will be returning to Philadelphia - don't miss out! The festival will be held on September 27th, 2014 from 1pm to 5pm on the Marine Parade Grounds located at the Philadelphia Navy Yard at 4747 South Broad Street, Philadelphia, PA. Come enjoy crisp tastings of everyone's favorite forbidden fruit as Pour the Core will showcase over 75 ciders including local favorites and national best-sellers. Plus, try a variety of imported ciders and perries from Spain, England and elsewhere such as Maeloc – making its festival debut. Tickets are on sale now.

As summer kicks into gear, gather your friends and family around the picnic table to put Pour The Core on the calendar. Think fall leaves, crisp outdoor air, and delicious beverages throughout an afternoon spent with other apple aficionados, fermentation fanatics, and cider supporters. In addition to cider sampling, attendees will have the ability to attend seminars on cider culture both entertaining and educational including an interactive tasting of cider apples vs. dessert apples by Frecon Farms. Attendees will also be able to shop at exhibitor tables and enjoy some food from Philly's finest food trucks. Live music will also be performed by Kyle Herring. Festival goers are welcome to bring blankets but don't forget hats, sunglasses and sunscreen. This is an outdoor event that will be taken place under tents, rain or shine (no refunds).

With the growing movement to drink local, the hard cider industry has seen a huge increase in demand the last three years. According to a Times Magazine article, American hard cider production has more than tripled from 9.4 million gallons in 2011 to 32 million gallons in 2013. In Pennsylvania alone we can see the growth in hard cider by the number of participating cider producers locally. "This year we will be welcoming Kurant Cider, Sir Charles Hard Cider, Wyndridge Farm, Big Hill Ciderworks, Stone & Key Cellars and Bullfrog Brewery as first-time participants of the festival. Plus, we're excited to have Good Intent Cider, Commonwealth Ciders, Jack's Hard Cider and Frecon's Cidery participate again," said Kristyn Dolan, Event Manager. "All of these cider producers will be bringing at least two styles of cider ranging from dry and funk forward ciders to sweet and/or blended ciders. That means over 20 different types of ciders just from Pennsylvania!"

The newly formed PA Cider Guild will also be in attendance at Pour The Core: Philly with representatives from Pennsylvania Apples, PA Preferred, and the Penn State University Cooperative Extension from the College of Agricultural

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Sciences. All of these organizations will be bringing information to help consumers learn about the ciders made in Pennsylvania, by Pennsylvania grown apples, and using Pennsylvania resources.

Join us for a great day of keeping the doctor away as we celebrate everything the apple can offer! This 21+ event will help raise funds for the Committee to Benefit the Children, a non-profit organization dedicated to improving the quality of life for children and their families who face cancer, leukemia and serious blood disorders. Proper photo ID must be presented at door upon entry. A sell-out is expected so buy your tickets early. General admission tickets are available online for \$40. Designated driver tickets are also available for \$10. Children and pets are not permitted. To purchase tickets or for any additional information please visit: PourTheCore.com/Philly.