

FOR IMMEDIATE RELEASE

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Extreme Heights Cidery Goes Portable: Hard Cider Now Available in Cans!

Celebrate with Us at the Exclusive Can Launch Weekend – March 7-9

(Queensbury, NY) – Extreme Heights Cidery, the innovative hard cider brand launched by **Adirondack Winery**, is making a major leap forward—for the first time ever, its signature hard ciders are now available in sleek, 12oz cans!

To mark this milestone, **Extreme Heights Cidery invites media and cider lovers to an exclusive Can Launch Weekend from Friday, March 7 to Sunday, March 9 at the Adirondack Winery Tasting Rooms in Lake George and Queensbury.**

A Weekend of Cider, Giveaways & Exclusive Perks

- **Be the first** to sample a **brand-new cider flavor** in development.
- **Enjoy 50% off cider flights** featuring any four Extreme Heights Cidery flavors.
- **Score free merch:** Every guest who purchases a cider flight or 4-pack will receive a **complimentary Extreme Heights Cidery koozie.**
- **Exclusive giveaways** including cider, merchandise, and discounts.
- **Share your hiking adventures** for a chance to be featured on Extreme Heights Cidery's social media.

More details available at www.ExtremeHeightsCider.com.

Bringing the Adirondack Spirit to Every Adventure

Launched in **Fall 2023**, Extreme Heights Cidery is crafted at **Adirondack Winery's Queensbury facility** using locally sourced **Northern Spy, Baldwin, and Crispin apples** from the Lake Ontario region. Each cider is named after one of the **46 High Peaks of the Adirondacks**, inspired by **Ella Parody**, daughter of Adirondack Winery's owners, who completed the **ADK 46er challenge at just 15 years old in only five weeks!**

The lineup includes **two flagship flavors** available year-round:

- **Mt. Marcy (Original)** – A crisp, semi-sweet hard cider.
- **Algonquin (Cranberry-Ginger)** – A bold blend of tart cranberry and warming ginger.

Additionally, Extreme Heights Cidery features **three seasonal releases:**

- **Haystack (Pumpkin Pie)** – A fall favorite with cinnamon and nutmeg.
- **Esther (Hibiscus Lime)** – A refreshing floral and citrus blend for spring.
- **Skylight (Tropical)** – A vibrant summer mix of passion fruit, guava, and orange.

This **spring**, a **new year-round cider** will be added, with another **flavor debuting in Winter 2025.**

A Local Innovation with Big Plans

In **Fall 2024**, **Adirondack Winery** invested in a **state-of-the-art canning line** from **Fort Edward-based DK Advanced Technologies**. This move transitions all Extreme Heights Cidery products from glass bottles to **portable, adventure-friendly cans** sold with **eco-conscious 4-pack holders**.

“Cans make it so much easier to take Extreme Heights on any adventure—hiking, boating, camping, beach days—you name it!” said Co-Owner Sasha Parody. “This transition is also a key step toward expanding distribution beyond our Tasting

Rooms. Our goal is to bring Extreme Heights Cider to liquor stores, grocery and convenience stores, restaurants, and even shipping to over 35 states.”

Event Details:

 **Where:** Adirondack Winery Tasting Rooms in Queensbury (395 Big Bay Rd.) & Lake George (285 Canada St.)

 **When:** Friday, March 7 – Sunday, March 9 (Check adkwinery.com/visit for hours)

About Adirondack Winery:

Founded in 2008 by **Sasha & Michael Parady**, **Adirondack Winery** has grown into one of New York State’s most celebrated craft beverage producers, known for **35+ handcrafted fruit-infused and traditional varietal wines**. In 2023, the company expanded its offerings with the launch of **Extreme Heights Cidery**, a brand dedicated to high-quality, locally sourced hard ciders.

Adirondack Winery operates **two premier tasting rooms**:

- **Lake George Tasting Room** (285 Canada Street) – A must-visit attraction offering tastings, wine by the glass, and craft beverages.
- **Queensbury Tasting Room & Winemaking Facility** (395 Big Bay Road) – A destination featuring production tours, curated tasting experiences, an expansive cocktail menu, charcuterie, and two private event spaces.

Adirondack Winery wines are available at **450+ New York liquor stores** and can be purchased online at www.adkwinery.com. To learn more about **Extreme Heights Cidery**, visit www.ExtremeHeightsCider.com.

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