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PRESS RELEASE

EXTREME HEIGHTS CIDERY ADDS TWO NEW FLAVORS TO THEIR PRODUCT LINE

Extreme Heights Cidery expands its hard cider lineup with two new fruit hard ciders just in time for the summer season in the Adirondacks.

(Queensbury, NY) – Extreme Heights Cidery, the hard cider spinoff brand of long-time North Country favorite, Adirondack Winery, has just released two new hard ciders to expand their lineup to five unique varieties.

Extreme Heights launched in Fall of 2023 with Mt. Marcy (*Original*), Haystack (*Pumpkin Spice*) and Algonquin (*Cranberry Ginger*). All three ciders made a great first impression on Adirondack Winery Tasting Room patrons, and customer demand inspired the creation of two new flavors: “Esther” and “Skylight”.

“Skylight” is a semi-sweet hard cider bursting with flavors of orange, passion fruit, and guava, bringing a little tropical passion to the Adirondacks for our impending hot summer days. This hard cider is named after the 4th tallest Adirondack High Peak, Mount Skylight. Skylight’s open rock face offers incredible views of the neighboring 46 peaks.

“Esther” is a hibiscus lime infused, semi-sweet hard cider, filled with the zesty and tangy notes of lime, perfectly balanced with the delicate and floral essence of hibiscus. This hard cider is named after the 28th tallest high peak of the Adirondack Mountains, Mount Esther. In 1839, Esther McComb of Troy, NY made the first recorded climb to the summit of this mountain when she was just a 15-year-old girl, and as a result, the mountain was named after her!

This story bears close significance to the muse of Extreme Heights Cidery; Ella Parady; daughter of Adirondack Winery owners, Sasha and Mike Parady. Ella was only 15 years old when she summited all 46 High Peaks in the Adirondacks in only 5 weeks, through a program at the YMCA Camp Chingachgook.

“I learned so much about myself and what I love and care about in life, so much about the Adirondacks...and the world around me,” young Parady stated in an interview with the Glens Falls Chronicle. “Every summer I would hear about the 46er group, and I would always think that they were so inspiring. So, when I was old enough, I decided that I wanted to become one of those people...become a 46er myself.” And she did. Much like Esther McComb who made the ascent of Esther “for the sheer joy of climbing,” as the plaque on the mountain states.

“We are excited about the two new additions to our Extreme Height Cidery lineup and giving our customers more variety to choose from,” owner Sasha Parady states. “These two flavors are going to be the go-to drink this summer, whether you’re hiking a high peak, boating on the lake or relaxing in an Adirondack Chair – they are perfect for any occasion.”

Extreme Heights Cidery hard ciders are all hand crafted from New York apples and produced and bottled at the Adirondack Winery Winemaking Facility in Queensbury. You can taste and purchase all five ciders at their two locations in Lake George (285 Canada Street) and Queensbury (395 Big Bay Road). Additionally, they offer an Extreme Height Cidery Flight where you can try samples of four of the five ciders. 4-packs are available for purchase so you can take home your favorites. You can even mix and match your pack so you can take home a variety of flavors.

“Extreme Heights Cidery is now an official member of the New York Cider Association, and we are eager to dive deeper into this new venture,” Marketing Manager, Mackenzie LeVan states. “It’s an honor to be a part of a community filled with apple growers and cider makers throughout the state, that are dedicated to serving world-class cider. We look forward to learning more from the NYCA and expanding our brand further.”

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About Adirondack Winery:

Founded by Sasha & Michael Pardy in 2008, Adirondack Winery is recognized as one of the most celebrated wineries in New York state. To craft their 35+ fruit-infused and traditional varietal wines, they source their grapes from all over New York State.

In 2023, the Pardy's expanded their product line to include Hard Cider. Extreme Heights Cidery features both traditional and flavored hard ciders, hand-crafted from New York Apples.

Adirondack Winery's Original Tasting Room is located at 285 Canada Street in Lake George and remains a top attraction for the region, welcoming thousands of visitors annually to enjoy tasting sessions, wine by the glass, snack plates and purchase wine and craft beverages such as cider, beer and spirits. The Queensbury Tasting Room, opened in Spring 2022, is located at 395 Big Bay Road in Queensbury, and offers tours of the facility, tasting experiences, wine by the glass, charcuterie boards, cocktails, craft beverages, a patio, and two gorgeous private event spaces.

The business prides itself on turning wine learners into wine lovers and focuses on working with other local small businesses as much as possible. Adirondack Winery wines can be found in over 450 New York liquor stores and are available for purchase 24/7 at adkwinery.com. To learn more about Extreme Heights Cidery please visit extremeheightscider.com.

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