

**FOR IMMEDIATE RELEASE**

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**Mountain West Hard Cider Celebrates Pride Month with a Gay Limited-Edition Ruby Hard Cider**

**Salt Lake City** – In celebration of Pride Month, Mountain West Hard Cider proudly introduced the limited release of Ruby's Gay Hard Cider – a flamboyant rendition of the hard cidery's flagship cider in support of the LGBTQ+ community in Utah.

Ruby's Gay Hard Cider is still the 6.8 percent ABV, crisp and semi-dry like a traditional cider, but now features a new flashy and bold label to help promote Pride Month in Utah.

"We value diversity and inclusion. We always have and always will. We are happy to show support and celebrate Pride Month in style," said owner Jennifer Carleton. "We're proud of our workplace, and we're proud to fight for diversity and inclusion in our community. We strive to create an inclusive culture at Mountain West and in our community that welcomes and values all walks of life."

In addition to the limited-edition labeling, Mountain West Cider is also donating a portion of its proceeds to Utah Pride Center throughout June. The Utah Pride Center is a local nonprofit that plays the vital role of providing information, programs, referrals and services to the diverse LGBTQ+ community in Utah. The staff of the Center disseminates information on a wide variety of issues and advocates for social change for the LGBTQ community.

Look for Ruby's Gay Hard Cider starting June 1st. It will be available at Mountain West's tasting room and production facility located at 425 N 400 W, in Salt Lake City, and will be available at select local bars and restaurants including Piper Down, Whiskey Street, Metro Bar, Good Grammar, Dick N' Dixie's, Gracie's, Beehive and Club Jam.

For more information, visit [www.mountainwesthardcider.com](http://www.mountainwesthardcider.com). Follow Mountain West Hard Cider on Facebook and Instagram. #AskforRuby

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**ABOUT RUBY'S GAY HARD CIDER**

Does the limited-edition labeling make Ruby's Gay Hard Cider taste any different than our regular Ruby Hard Cider. No. Will it make you gay? You can always hope. Will you be joining us in celebrating Gay Pride Month when you drink it? Definitely.

**ABOUT MOUNTAIN WEST HARD CIDER**

Mountain West Hard Cider Company, proud member of Utah's Own, sources only the finest local ingredients from the Mountain West region to craft every day, seasonal, and artisan hard apple ciders. Mountain West is owned and operated by husband-and-wife duo, Jennifer and Jeff Carleton. Along with Cider-maker Joel Goodwillie, they share a passion for the community, locally-owned business, and obviously: good times with good friends. Relying on Joel's award-winning years of experience as a wine and cider maker, the three of them are ready to show people that The West isn't just for beer anymore. Mountain West Hard Cider is proud to call Utah home.