

FOR IMMEDIATE RELEASE

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Mountain West Hard Cider Partners with Green Urban Lunchbox for Limited Edition Lunchbox Hard Cider

Salt Lake City – Mountain West Hard Cider in partnership with The Green Urban Lunchbox introduces its limited release Green Urban Lunchbox Hard Cider – a hyper-local cider made from more than 20 varieties of local apples from Salt Lake County, 95 percent of which comes from individual home owners.

The Green Urban Lunchbox Hard Cider prevents locally harvested apples that aren't commercially presentable from going to waste by turning them into a 6.9 percent ABV, deliciously dry, 750ml bottle-conditioned hard cider. The limited edition cider is naturally fermented with indigenous yeasts that are present on the apples.

"We are excited to partner with The Green Urban Lunchbox on this truly unique urban hard cider," said owner Jennifer Carleton. "MTN WST is truly committed to our community and sustainability. This is one way for us to prevent thousands of locally harvested apples from going to waste, all while producing a limited edition cider that is truly a taste of Utah."

In addition to the limited-edition libation, Mountain West Cider is donating a portion of its proceeds to The Green Urban Lunchbox. The local nonprofit uses innovative techniques to find new and creative solutions to the age old problem of hunger. Its FruitShare program partners with local fruit tree growers and community volunteers to harvest and distribute fruit that would otherwise go to waste to local food banks.

The limited-release, small-batch cider will be available starting December 17 at Mountain West's tasting room and production facility located at 425 N 400 W, in Salt Lake City. In all, less than 800 bottles are available for purchase, and are expected to quickly sell out at \$14.99/bottle.

For more information, visit www.mountainwesthardcider.com. Follow Mountain West Hard Cider on Facebook and Instagram.

To learn more about The Green Urban Lunchbox, visit www.thegreenurbanlunchbox.com.

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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.