



MEDIA CONTACT:
paciderguild@gmail.com

FOR IMMEDIATE RELEASE

Pennsylvania hard cider producers announce independent trade organization

March 1, 2015 (Boyertown, PA) – The PA Cider Guild (PACG) is a trade organization formed in 2014 to bring together cider makers, cideries, cider enthusiasts and associated businesses to have a united voice in the state of Pennsylvania. The guild's mission is a simple one... to protect, promote, represent and educate its members and consumers.

In an open, exploratory meeting held in State College, PA in August of 2014, cider producers, apple growers, and industry partners met to discuss the challenges and opportunities surrounding Pennsylvania's growing hard cider industry. Attendees voted to proceed with the creation of an independent not-for-profit trade organization dedicated to representing the interests of Pennsylvania Producers. "Here in Pennsylvania we have maintained a long standing tradition of being one of the principal states in the US for growing apples. It is only natural that our state seeks to take advantage of this proud American heritage of producing cider (the hard way). We started the Guild to link all of the important contributors to this new and expanding industry, and give this industry a voice amongst the other great craft products being produced in Pennsylvania like beer and wine," said Hank Frecon, of Frecon Farms and Cidery (Boyertown, PA) who serves as the Guild's acting President.

Through marketing, events, advocacy and the like, the PACG promotes the cider producers, apple growers, and related businesses in the Keystone State. The guild and its members share the following goals:

- Promote the understanding and appreciation of cider grown in Pennsylvania
- Help producers navigate the systems within the state to advocate for legislative change
- Coordinate events to develop the cider industry in Pennsylvania
- Create unity in the cider industry within Pennsylvania
- Develop and deliver education programs, events and services to maintain quality standards in cider making and apple growing

The PACG understand the daily challenges facing the industry and recognizes the need for an organization. All cideries, wineries producing cider/apple wine, cider related businesses, and cider enthusiasts are encouraged to become members. The PACG has four tiers of membership: Cidery, Cidery in Planning, Associated/Allied and Enthusiast. Those interested in becoming members of the Guild can get more information and register by visiting: paciderguild.org/registration.

The PACG is currently accepting nominations for board members and officer positions. Anyone interested in serving on the board should contact the guild at paciderguild@gmail.com. Only paid members of the guild are eligible to serve in board/officer positions.

About the Pennsylvania Cider Guild: The PA Cider Guild (PACG) is a not-for-profit trade organization formed in 2014 to bring together cider makers, cideries, cider enthusiasts and associated businesses to have a united voice in the state of Pennsylvania. The Guild's goal is to advocate and promote on behalf of its members and consumers. For more information, visit PACiderGuild.org.

###