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Media Release

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Sly Clyde Ciderworks Expands Local Market

Hampton, Virginia- Sly Clyde Ciderworks announced today that Hoffman Beverage Company will serve as its exclusive local distributor in South Hampton Roads, including Norfolk and Virginia Beach.

Sly Clyde Ciderworks began local production earlier this year in their custom-built facility in the Phoebus neighborhood of Hampton. Sly Clyde uses 100% Virginia apples to create fun and unique ciders on the dryer end of the spectrum, and aims to change consumers' preconceptions about what cider is and can be.

“As a family-owned business with deep roots in Tidewater, we’re excited to work with

-More-

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Hoffman Distribution, who have a long history of representing great beverage brands in the area,” said Tim Smith, Sly Clyde Co-Founder. “We are coastal Virginia’s first local cider company and we are ecstatic to partner with such a community-focused distributor to bring our cider to the Southside.”

Distribution will begin with local release events at Hank’s Filling Station (4301 Colley Ave, Norfolk, VA 23508) on Tuesday June 19, at 6:00 p.m. and Baker’s Crust (704 Hilltop North Shopping Center, Virginia Beach, VA 23451) on Thursday June 21, at 5:00 p.m.

“Hoffman Beverage is proud to announce this partnership to distribute Sly Clyde ciders to South Hampton Roads,” said Greg White, Director of Import and Craft Sales.

“Virginia has become one of the top cider markets in the United States, in large part due to its wonderful apples. Sly Clyde is putting its spin on hard cider using these apples along with other fresh ingredients. Their brands are fun and creative and most importantly produced right here in Hampton Roads.”

Both companies are pleased to present the following ciders for immediate distribution, just in time for beach weather and summer vacations:

Submersive, a deeply delightful hard apple cider. Just sweet enough, it surrounds your tastebuds with the goodness of Virginia apples. 6.7% ABV. Available in 4-pack 12oz cans, ½ bbl and ¼ bbl kegs

Inkjet, fermented on fresh mint and finished with blackberry, it’s a blackberry mojito masquerading as a cider and deftly combines sweet, savory, and tart. 6.7% ABV. Available in 500ml bottles, ½ bbl and ¼ bbl kegs

-More-

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Cut & Run, bold and off-dry, fermented on fresh cut ginger and finished with a hint of lemon. 6.7% ABV. Available in 500ml bottles, ½ bbl and ¼ bbl gallon kegs.

Additional ciders will become available throughout the year. For more information about Sly Clyde Ciderworks, visit www.slyclyde.com or follow Sly Clyde on Facebook and Instagram (@slyclydeciderworks) and Twitter (@slyclydecider).

About Sly Clyde Ciderworks

Craftily crushed in Virginia with 100% Virginia apples, Sly Clyde Ciderworks is Virginia's first coastal cider company. Founded in 2017 by two brothers, Tim and Doug Smith, whose family has been in business in the Phoebus neighborhood of Hampton for more than 100 years, Sly Clyde creates unique ciders on the dryer end of the spectrum. All Sly Clyde ciders are gluten free and never from concentrate. Sly Clyde's tasting room is slated for a late Summer 2018 opening, and will be located at 207 E Mellen St, Hampton, VA.

Partially bordered by the Hampton Roads harbor and Chesapeake Bay, Hampton, with the 344,000 sq. ft. Hampton Roads Convention Center and the award-winning Hampton Coliseum, is located in the center of Coastal Virginia and the Hampton Roads metropolitan area. Hampton is the site of America's first continuous English-speaking settlement, the site of the first arrival of Africans in English North America, and is home to such visitor attractions as the Virginia Air & Space Center, Fort Monroe National Monument, Hampton History Museum, harbor tours and cruises, Hampton University Museum, The American Theatre, among others.

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