

## The Hills Cider Company and Samuel Smith and Son Announce New Partnership

MEDIA RELEASE

29<sup>th</sup> September 2011

Samuel Smith & Son and The Hills Cider Company are delighted to announce that from October 1<sup>st</sup>, 2011 Samuel Smith & Son will assume the role of National Distributor for The Hills Cider Company.

The Hills Cider Company was founded by winemaker Steve Dorman and his business partner Tobias Kline, a specialist in hospitality sales and marketing. It launched on Australia Day, 26<sup>th</sup> January 2010 focussing exclusively on the South Australian market. Previously Steve had been making wine and cider for over 10 years including vintages in Italy and France. Initially they produced apple cider kegs and then moved into the packaged cider space during October of 2010. The product quality and brand building footprint through word of mouth has delivered exciting exponential sales growth. In September of 2011 The Hills Cider Company launched a pear cider, which recently took out the Best Australian Made Pear Cider at the Australian Cider Awards for 2011.

Produced from 100% fresh Adelaide Hills apples or pears The Hills Cider Company's ciders are made *without* sugar addition, concentrate or flavours. This style has been a significant part of their success to date, crisp, dry and very fruit driven, as well as being Gluten Free.

Founded in 1923 as a distribution business for fine wines and spirits, Samuel Smith & Son has a focus on national distribution of quality family owned brands. "The cider market is a hot category at the moment and we were delighted when the opportunity arose to talk with Steve and Tobias earlier this year", said Nick Waterman Director of Strategy & Trading for Samuel Smith & Son. "The brand and the people fit well with our culture which is an important criteria for us when considering national distribution... and their ciders are outstanding!"

Steve and Tobias said that "they wanted a distribution partner which had state based customer service and warehouse operations and a track record in building and respecting brands rather than simply selling boxes".

Additional information is available from;

Nick Waterman            0413 999 480

Steve Dorman             0409 006 986

Tobias Kline                0412 531 150

