



FOR RELEASE: September 11, 2023
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Sprecher Brewery Releasing Limited-Edition Honeycrisp Apple Blend Soda

Glendale, Wis. – Sprecher, Milwaukee’s original craft brewery, in operation since 1985, announced today it is releasing a limited-edition Honeycrisp Apple Blend Soda. The limited fall seasonal is made with a blend of Honeycrisp, Cortland and McIntosh apples handpicked from the Wood Orchard LLC in Door County, Wis.

Sprecher Honeycrisp Blend Apple Soda will be available in 16 oz cans starting on **September 18, 2023**. Unlike the Door County Cherry soda which was sold only in Wisconsin, Honeycrisp Apple Blend will be available across the Midwest and in other select markets throughout the country.

According to Gary Goldstein, chief sales officer for Sprecher Brewery, “Given the strong Wisconsin summer sales of Door County Cherry Soda, we anticipate that the majority of our Wisconsin retailers will again be offering our new fall seasonal Honeycrisp Apple Blend Soda. Wisconsin retailers already lined up include but are not limited to Festival, Woodman’s, Sendik’s, Metcalfe’s, Piggly Wiggly, Trig’s and many other local independents retailers.”

Goldstein adds, “From its introduction in May, consumers purchased our Door County Limited-Edition Cherry Seasonal Soda at a brisk rate proving their love for all things Wisconsin. We’re confident that this fall release of Honeycrisp Apple Blend Soda in partnership with Wood Orchard from Door County will be just as well embraced. It is an amazing fall seasonal soda.”

Sharad Chadha, Sprecher CEO and president said, “We truly enjoy partnering with other Wisconsin businesses to make unique hand-crafted sodas and this is one you won’t want to miss. We’re combining Wood Orchard’s flavorful apples with raw Wisconsin honey in our gas-fired brew kettles and the result is a soda filled with flavor that speaks to why we all love fall in Wisconsin.”

Sprecher Brewery takes pride in being an active part of the Greater Milwaukee community. From its Glendale headquarters just north of downtown Milwaukee, it brews more than 20 different craft sodas as well as 12 craft beers, including its world-famous, award-winning Sprecher Root Beer. Sprecher craft sodas are fire-brewed and made with locally-sourced honey to produce a unique bold flavor with antioxidants. Since 2020, the brewery’s sales are up more than 250

percent. Thanks to Sprecher's 130+ employees its craft sodas are now available in the majority of states across the country and at SprecherBrewery.com

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