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## **Sprecher Brewery Releasing Limited-Edition Door County Cherry Soda**

Glendale, Wis. – Sprecher, Milwaukee’s original craft brewery, in operation since 1985, announced today it is releasing a limited-edition Door County Cherry Soda made exclusively with grade A Montmorency cherries from Cherry De-Lite, one of Door County’s premier cherry growers.

It will be available in 16 oz cans starting on June 1, 2023, at select retail outlets including Metro Market, Pick ‘N Save, Marianos, Metcalfe’s Market, Sendik’s, Festival Foods, Piggly Wiggly, Trigs, Woodman’s Markets and many other great Sprecher retailers throughout Wisconsin and Northern Illinois.

According to Gary Goldstein, chief sales officer for Sprecher Brewery, “We are excited to be collaborating with Cherry De-Lite Door County cherries, another legacy Wisconsin company for this special summer offering that we know our craft soda fans will thoroughly enjoy! We are anticipating the one-time production of this limited amount of Door County Cherry summer seasonal soda will sell out quickly.”

Sharad Chadha, Sprecher CEO and president added, “We’re taking Cherry De-Lite’s high quality cherry juice and masterfully blending it with raw Wisconsin honey in our gas-fired brew kettles and the result is a soda filled with love, flavor, and a creamy mouthfeel. Sprecher is committed to partnering with local companies to produce innovative and fun new product offerings.”

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 more than 40 states and at [SprecherBrewery.com](http://SprecherBrewery.com)

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