

STORE SAMPLING GUIDE

Thanks for offering to sample Fire Cider! I'm sure you have a few questions about our tonic, and this guide will cover the basics. Here are a few important things to know before giving customers a sample of Fire Cider:

- **Fire Cider is very concentrated and flavorful.** Fill the sample cup with only 1/4 to 1/3 of an ounce for a sample. You can always give out more if they love it!
- **Before handing over the sample, let the customer know that it is spicy and made with vinegar.** People like surprises, but usually not this one, especially if they expect a sweet cider.
- **Fire Cider with honey is not for children under 2.** Sometimes kids want to try it, but we use a raw honey, which is not recommended for tiny humans under 2 years old.
- **Fire Cider is non-alcoholic.** Folks sometimes think it is a hard cider.
- **Make sure the customer knows all of the ingredients.** Some people have allergies, dietary restrictions, etc. Also, let the customer know that all ingredients are raw.
- **Fire Cider contains turmeric and will stain the heck out of anything!** So be aware of that. Have wet wipes or paper towels on hand; things can get sticky!

Most people trying Fire Cider for the first time may be informed about some of the ingredients, but they are not sure what to make of our sweet, spicy vinegar tonic! Some think it's apple cider, some think it's hard cider, some think you drink the whole bottle at once. Most just want to know why the heck you'd drink it. Behold, the essential Fire Cider talking points!

- **Fire Cider is a daily, multi-use tonic.** We recommend a tablespoon a day, rain or shine. Long lasting, fast acting, Fire Cider will put some pep in your step!
- **Fire Cider is made from raw, unfiltered apple cider vinegar, raw wildflower honey, whole raw oranges, lemons, onion, ginger, horseradish, garlic, turmeric and habanero pepper. And nothing else!** All things that you would recognize in a grocery store.
- **All of our ingredients are USDA-Certified Organic.** We worked with Baystate Organic Certifiers in MA to get our certification. USDA-Certified Organic means that our raw ingredients are the highest-quality, safest, and most nutritious available. It means that the farmers are paid fairly for their hard work. It means that the land is protected by the use of best practices, which enrich, rather than deplete, the ecosystem.
- **Our process is all raw, with no heat involved.** We steep the ingredients together for 6 weeks at room temperature. We don't use any heat, and the living vinegar culture and delicate flavors and properties of the ingredients are preserved.
- **The components of Fire Cider have been traditionally used as part of a daily diet throughout many cultures.** Did your grandmother ever tell you to drink raw apple cider vinegar? It's good advice, and more common than you may think. For generations of New Englanders, a tot of apple cider vinegar was a morning ritual.
- **Fire Cider tastes great on its own, or as an addition to tea, juice or salad dressing.** Fire Cider is delicious on cooked greens, seafood, and as a marinade. It works in the kitchen! Check out our blog or our recipe bookmarks for inspiration and tips.
- **Have fun with it!** Get creative, engage people, take photos/videos and send them along to us and/or post to your social media accounts. Tag us! **Facebook:** facebook.com/firecider **Instagram:** @firecidershirecity **Twitter:** @firecider **Hashtag:** #FireCider
- **As our grandmother would say, "Here's to feeling good all the time."**

For more information, see the [FAQ](#) on the back of this page, or check out FireCider.com

FREQUENTLY ASKED QUESTIONS

What is Fire Cider? Fire Cider is a spicy, sweet, and tangy apple cider vinegar and honey tonic infused with roots, fruits, and spices. Our unsweetened Fire Cider likewise is an apple cider vinegar and spice tonic, but is suitable for vegans.

Does Fire Cider contain alcohol? No, it does not. It does mix well with alcohol, if that's your style. So, check out our blog or our recipe bookmarks for our signature Fire Cider cocktails!

Does Fire Cider contain GMO ingredients? Absolutely not! Fire Cider is USDA-Certified Organic and made with only certified organic vinegar, honey, fruits and vegetables. Genetic modification is not allowed in organic agriculture.

Is Fire Cider gluten-free? None of the ingredients in Fire Cider contains gluten, and we make every batch of Fire Cider ourselves. However, if you are extremely sensitive, be aware that we make Fire Cider in a mixed-use facility. For that reason, we are not able to make a gluten-free claim on our labels.

How much should I consume? We consume about ½ to 1 tablespoon daily, just a small sip from the bottle. You can enjoy Fire Cider any time of day; just keep in mind that it can perk you up.

Can I cook with Fire Cider? Can I add it to things? We originally intended Fire Cider to be taken functionally as a straight shot, but it is just as tasty when mixed with seltzer, fruit juice, or tea. Many of our customers make a delicious Fire Cider salad dressing with olive or coconut oil, Dijon mustard, salt, pepper and herbs. Fire Cider is great on cooked greens, seafood, and as a marinade. It works in the kitchen!

What is the shelf life of Fire Cider? The official 'best by date' is 18 months from bottling. We put a batch code (expiration date) on the side of every bottle to tell you when the bottle turns 18 months old. If you need help deciphering it, drop us a line.

Does Fire Cider contain sugar? Yes, there are 4 grams of sugar from the citrus fruits and raw honey per one tablespoon serving. Our Unsweetened Fire Cider contains 1 gram of sugar per serving.

How should I store Fire Cider? Fire Cider's main ingredients by volume are apple cider vinegar and honey, two of nature's greatest preservatives. Fire Cider is shelf-stable, and we keep our bottle somewhere cool, dry, and easily in reach.

Can Fire Cider cure boredom? Invite your friends to try Fire Cider for the first time. Watch them dance, jump around, lose the power of speech, or all three! We have a great video of reaction shots on FireCider.com. Please send us video clips of you or your friends trying Fire Cider for the first time!

Who makes Fire Cider? Shire City Herbals, that's who! We are a small, family-owned and operated business. We started in 2010 in Pittsfield, MA, the "Shire City" in the heart of the Berkshires.

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