

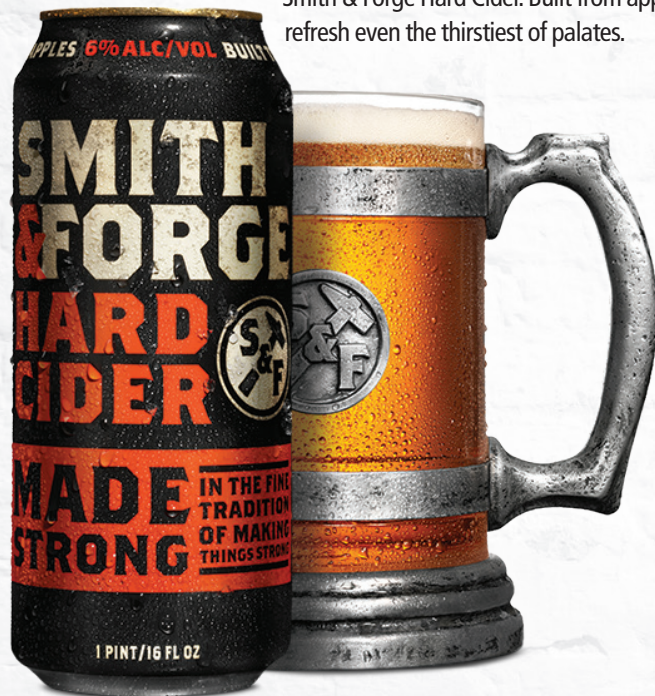


The Smith & Forge® Story

There was a time in America when the strongest of men proudly drank tankards of hard cider. This was long before cider became a drink too sweet for most guys to proudly hoist.

With their hands and hard work, these proud men built this country. Launched in 2014, Smith & Forge tells the story of these great men from another time and connects them to today's Millennial men through hard cider.

Smith & Forge Hard Cider. Built from apples, built to refresh even the thirstiest of palates.



Menu Description Choose the description that works best for your establishment.

Smith & Forge Hard Cider Hard Apple Cider
6.0% | 16oz | \$\$ | Uncharted Cider Co., Memphis, TN

Smith & Forge Hard Cider Hard Apple Cider
6.0% | 16oz | \$\$ | Uncharted Cider Co., Memphis, TN
Rich amber color, moderately sweet, with a dry, clean finish. Certified Gluten-Free.

Smith & Forge Hard Cider Hard Apple Cider
6.0% | 16oz | \$\$ | Uncharted Cider Co., Memphis, TN
Rich amber color with aromas of fermented and raw apple. Moderately sweet taste balanced by a clean, dry finish. Medium body with low carbonation. Certified Gluten-Free.

Style and Brand Characteristics

Style: Hard Apple Cider

History: Harkening back to the days when the strongest of men drank tankards of hard cider, Smith & Forge restores the grit and greatness to this historic drink.

Overall Impression: Its rich amber color stands apart from the rest of the hard cider category, while there's just enough sweetness upfront, but not too much. It finishes clean.

Food Pairing: Braised BBQ pulled pork or an aged cheddar and caramelized onion burger work well with this refreshing hard cider.

SRM:
8.5



Color: Amber

IBUs:



Perceived bitterness: N/A

ABV:
6.0%



Alcohol content: Elevated

Brand Facts

- ▶ Smith & Forge is Certified Gluten-Free.
- ▶ Smith & Forge over-indexes with male consumers.¹
- ▶ Smith & Forge achieved the #3 position in the cider category in three months.
- ▶ Smith & Forge Hard Cider is built from apples and built to refresh.
- ▶ Smith & Forge offers just enough sweetness upfront and finishes clean, changing the way men think about hard cider.

¹Nielsen L52 WE 6/28/14