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***SunRype Unveils New Special Edition Hard Cider to Celebrate 70<sup>th</sup>***

KELOWNA, BC. - Sun-Rype Products Ltd. ("SunRype") is launching a Special Edition Hard Cider to commemorate its 70<sup>th</sup> anniversary. Made with 100% BC apples pressed in Kelowna, SunRype Brand Okanagan Apple Cider contains 7% alcohol and is fermented in small batches to create the signature apple taste that is crisp and dry.

The retro design is an adaptation of the original SunRype logo, circa 1946. The 650ml amber bottle features a photograph of early century apple pickers in the orchards of the Okanagan Valley to celebrate the rich history of fruit growing in the region.

"SunRype has been making great things from BC apples since 1946," says Dave McAnerney, President and CEO of SunRype Products Ltd. "What many people don't know is that back in the 1950's we launched Canada's first hard cider. The product, called BC Sparkling Cider, was processed and bottled by the Caribou Brewing Company in Penticton, BC. Back then there wasn't anything like it on the market. Today, of course, the cider category has exploded, so we're excited to celebrate SunRype's 70<sup>th</sup> birthday with the launch of a special edition cider made with BC apples and the taste and quality that SunRype is renowned for," says McAnerney.

SunRype still operates in the heart of BC's Okanagan Valley, where the company first launched its flagship 100% Pure, Not from Concentrate Blue Label Apple Juice. Today, SunRype is an iconic Canadian brand, but has continued to innovate to stay relevant to today's consumers with the launch of many new food and beverage products.

SunRype Brand Okanagan Apple Cider is available in 650ml bomber-style bottles at select private liquor stores in BC.

**About the Company**

Sun-Rype Products Ltd., based in Kelowna, BC, is a manufacturer and marketer of food and beverage products.

SOURCE Sun-Rype Products Ltd.

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