NEW YORK, NY (FEBRUARY 29, 2016) – America’s cider craze continues thanks to AVAL, the latest craft cider to hit the Vermont market. Translating to apple in Breton, the traditional language of France’s Bretagne province, AVAL is exclusively brewed on a family-owned farm in the region that’s been making cider for more than 1,000 years. And now, serious drinkers stateside can taste for themselves what all the buzz is about — and why Brittany (Bretagne in English) has been dubbed cider heaven by industry experts. A delightful, subtly sweet combination of four kinds of organic apples (acidic, bitter, bittersweet and sweet), AVAL is not made from concentrate and uses no added sugars or sweetener — just pure apple juice, harkening back to the way cider should be made.

AUTHENTIC FRENCH CIDER AVAL LANDS IN AMERICA

LOOK FOR BRETAGNE’S ALL-NATURAL SMALL-BATCH CIDER AT A BAR AND SHOP NEAR YOU.

“Everybody from where I’m from knows cider — it’s in everybody’s life and is part of my history” says AVAL Co-Founder and Bretagne native Romain Guille. “But in France, it’s something you drink when you eat crepes or with dessert. It’s not something you drink as an aperitif.

So that’s what we wanted to change here.” He and the three others that make up the AVAL team created a six-percent ABV cider — available in 330- and 750-milliliter bottles — and brought it to the States.

Even the casual consumer probably notices the uptick in domestic ciders lately, but Guille notes a major distinction with AVAL: “One big thing commercial ciders do is use mass-produced apple juice concentrate” he says. “It’s basically watered-down, random juice.

Thirsty yet? To taste this crisp and citrusy French gem for yourself, order one online at AstorWines.com, DrinkUpNy.com or FreshDirect.com (New York only) and for a full list of vendors, or to request a sample, please contact Romain Guille at romain@aval-cider.com or visit aval-cider.com. And be sure to let AVAL know what you think by hashtagging #AVALMYCIDER while tippling. TCHIN TCHIN!
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