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TOOHEYS EXTRA DRY LAUNCHES 5 SEEDS – THE CLEAN, CRISP CIDER

31 July 2009 – Tooheys Extra Dry, the fifth largest beer brand in the country, is expanding its range of products with the release of 5 Seeds, a lightly sparkling cider with a clean, crisp taste. A contemporary offering aimed at revolutionising the growing cider market, 5 Seeds will be available on- and off-premise nationwide from 3rd August.

Produced by the same team responsible for the famous Tooheys Extra Dry brew, 5 Seeds is a medium cider with slightly tangy apple characteristics coming through in both the aroma and flavour. The Tooheys team has used only the best ingredients, including real apple juice sourced from Braeburn apples, to produce a beverage that is very light in colour, similar to that of a white wine.

The distinctive flavour of 5 Seeds comes from fermented apple juice balanced with cane sugar. As well as its flavour, 5 Seeds also takes its name from its main ingredient – when the perfect apple is cut in half across the core, it will reveal five seed chambers, each with a seed inside it.

The strong performance of cider in overseas markets in recent years now looks set to be replicated in Australia. Reflecting increased investment in the category, 5 Seeds will provide drinkers with a fresh alternative to add to their repertoires this summer.

Ben Slocombe, Tooheys Category Director, believes this launch is an exciting step for the brand and will be well received by drinkers.

“We are really excited about the latest addition to the Tooheys Extra Dry family. Cider is new territory for Lion Nathan, and we see great potential in the market for a well-balanced, refreshing cider with a focus on quality.”

“5 Seeds has been developed with the same care and dedication that we put into all the Tooheys range and we’re confident that it will play a key role in transforming the cider market,” he said.

In a first for an Australian alcohol product, 5 Seeds comes with a tactile, pressure-sensitive label which helps it stand out from the crowd. The label features an intricate red and white design and is printed onto a stylish, clear bottle.

5 Seeds will be priced at around \$15.99 for a 6-pack and \$49.99 for a case.

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