

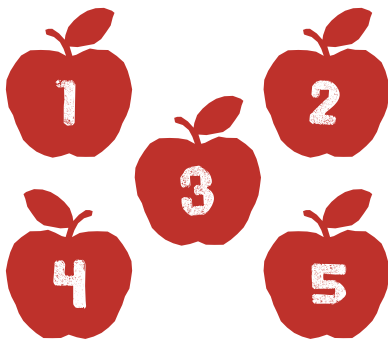


# ONLY OUR NAME IS ROOD

A REFRESHING CIDER MADE BY SOME POLITE FOLKS IN JORDAN STATION, ONTARIO.

## ROOD CIDER '101

### CRAFTED WITH 100% ONTARIO APPLES



Northern Spy + Ida Red + Jonagold  
+ Honeycrisp + Macintosh

### A MODERN CIDER

Made primarily from culinary/table apples. These ciders are lower in tannin and higher in acidity.

### FERMENTATION TECHNIQUE

Cold fermented and aged in stainless steel using our favourite aromatic wine yeast.

### DETAILS

6.0% alc./vol.

## TASTING NOTES

Brilliant, pale yellow in color, this is a rich, full-bodied cider with great apple intensity and a hint of sweetness. Enjoy complex aromas of fresh apple, straw and floral notes are complemented by a dry, crisp finish.

## LICENSEE PRICING

473ML CAN	\$2.66/ea.
500ML BOTTLE	\$5.78/ea.
20L KEG	\$175/ea.

## AVAILABILITY

### 473ML CAN

\$3.25/ea. LCBO #0557520

### 500ML BOTTLE

\$6.95/ea. Winery Only



## MEET THE GROWER

## MARTIN'S FAMILY FRUIT FARM, WATERLOO, ON

The Martin family has owned the farm since 1820. Originally a pig farm, until a Yugoslavian exchange student visited the property and encouraged Great-Grandpa Leighton Martin to plant apple trees believing the terroir were suitable to growing some of the best apples in the world. The Martin's started by planting 100 trees and selling 4 bushels to Waterloo Farmer's Market in 1971.

Today, Martin's Family Farm has over 700 acres. There's more to the legendary beauty and flavor of Martin's apples than you might imagine. To begin with, Martin's orchards are situated in absolute prime locations for apple growing – with warm sunny days and cool nights during the growing season.

### WHY WE LOVE THE MARTINS

The Martin family shares our Canadian values of hard work, pride, family, simplicity, and respect. They understand the trials and tribulations of farming the land.

## FROM TREE TO GLASS

Like grapes, there's far more to cultivating world-renowned fruit than prime real estate. The Martin team of expert horticulturists and professional apple farmers are invested in careful analysis, cultivation, handling and quality control – to assure the finest apples that money can buy.

### SOIL & LEAF ANALYSIS

The team of expert horticulturists collects soil and samples to perfect the blend of fertilizer for every type of apple tree on our orchard.

### PRUNING

Selectively pruning the apple trees allows for healthy sun exposure, and that adds up to better, more colourful fruit color and size.

### THINNING

By carefully removing smaller immature fruitlets early in the growing process, the remaining apples are assured optimal nourishment to produce the finest fruit.

### SELECTIVE PICKING

They only pick the largest and most colourful tree-ripened apples, allowing smaller fruit to mature for later pickings. That's how we can assure larger yields of a better quality of apples.



PROUD MEMBERS OF THE  
ONTARIO CRAFT CIDER ASSOCIATION