

Al Weber, Owner

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For Immediate Release

Press Release

Move Over Kombucha

Zesty, refreshing, and crafted from organic apple cider vinegar and fresh ginger switchels are this summer's drink.

Stratford, Ontario - March, 2018 – Straight from the bottle, in a spritzer garnished with mint, in a craft cocktail or mixed with lager on a hot night, Switchel is a new drink brewing at Moss Berry Farm. With more than 20 years experience hand-crafting jams and preserves sold in prestige Toronto retailers like McEwans, Harvest Wagon, Fiesta Farms, and The Healthy Butcher, the Stratford duo of Ann Marie Moss and Al Weber turned their energies to creating a beverage that reflects their farm-to-table values. Made from all-natural ingredients like Ontario maple syrup, fresh ginger juice, and organic apple cider vinegar, switchels are tangy, not too sweet with a pungent ginger finish.

Sold in two flavours, **Classic Lemon & Honey** and **Wild Blueberry & Maple**, switchels are as refreshing as kombucha or lemonade. Cross-fit addicts, yoga enthusiasts, and athletes of all stripes will enjoy the electrolyte-enhancing, thirst-quenching recovery drink. It has powerful health benefits because it's unpasteurized. Organic apple cider vinegar is proven to lower blood pressure and cholesterol, making it heart-healthy, and fresh ginger boosts immunity, has anti-inflammatory properties, and aids in digestion. Low in calories, just 110 per 355 ml bottle, it's also high in vitamin C.

But breaking a sweat is not essential to experience its pleasure. Bartenders are pairing it with vodka, bourbon and whisky and creating one-of-a-kind mocktails. Celebrity chef, Sean Brock of Husk restaurant in Charleston, South Carolina has posted Instagram stories of vinegar-based drinks, and the online site [Atlas Obscura](#) and the [Washington Post](#) have run stories on switchels.

Early North American settlers and farmers drank it while working. Historically called Haymaker's Punch, jugs would be left to cool in the shade or streams for the parched men and women working in the fields.

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Moss Berry Farm Switchels have a ??? shelf life and are priced competitively to kombucha and fresh-pressed juice at \$??? a ??? ml bottle. It's sold in **Whole Foods** and speciality food stores in Ontario.

Come meet us and taste our delicious drink at **The Green Living Show** from **April 4 to April 6** at the **Metro Toronto Convention Centre**. We'll be in **Booth ???**.

