



FOR IMMEDIATE RELEASE

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### **Pomona Cider Company Announces Soft Opening in Milwaukee**

Milwaukee, WI - Pomona Cider Company is excited to announce the soft opening of its new cidery and urban tasting room located at 2163 North Farwell Avenue in Milwaukee, Wisconsin. The soft opening will take place on Saturday, March 4th from 4pm to 8:30pm.

Pomona Cider Company has been in development since 2016 as a sister cidery and urban tasting room for Island Orchard Cider. After facing many hurdles, including COVID-19, licensing, and buildout challenges, the company is finally ready to open its doors to the public in March 2023.

Wisconsin law does not allow cideries to have two retail permits, therefore Pomona Cider Company is now owned by Tom Gabert and Matthew Purman, but still has a close collaborative relationship with Island Orchard Cider.

Pomona Cider Company will be serving the full line of Island Orchard Cider and offer small-batch Pomona Cider specials. In turn, Island Orchard Cider will serve Pomona small-batch ciders on draft in their tasting room in Door County. All packaged cider transfers between these two companies will be handled through a distributor to stay in compliance with Wisconsin law.

The juice for Pomona fermentations comes from the orchard on Washington Island, which was established back in 2006. The orchard has grown to 3000 apple and pear trees and produces award-winning ciders using a variety of European and American cider cultivars. Pomona Cider Company's devotion to making good cider begins with its focus on agriculture - from the orchard to the boat, to the bottle and to your glass.

"We are thrilled to finally be able to share our ciders with the Milwaukee community. We also offer a charming food menu served nightly curated by the chefs of Strega that will pair with our wide selection of artisan ciders." said Tom Gabert, co-owner of Pomona Cider Company. "Our goal is to provide our customers with unique and delicious ciders that reflect the hard work and dedication that goes into producing them."

The soft opening of Pomona Cider Company is just the beginning of what promises to be an exciting journey for the company and its customers. The company looks forward to welcoming cider enthusiasts to its new tasting room and sharing its passion for cider.

For more information about Pomona Cider Company, contact:

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