



## News Release

5345 Langmaid Road, Clarington, ON  
(905) 728-8674, [www.farmhousecider.ca](http://www.farmhousecider.ca)

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### Thinking “Inside the Box”- Geissberger Farmhouse Cider Receives Food Innovation Award From Ontario Farm Fresh

Geissberger Farmhouse Cider is pleased to announce they are the recipients of the 2013 Food Innovation Award from the Ontario Farm Fresh Marketing Association. The presentation was made at the Association’s Awards Gala on Tuesday, February 19th in Niagara Falls. A family business, Geissberger Farmhouse Cider is operated by Garry and Gord Geissberger in Mitchell’s Corners, Clarington.

Geissberger Farmhouse Cider is being recognized for the unique Bag-in-Box packaging of their sweet apple cider that keeps the cider fresh for a long period of time without the use of preservatives or refrigeration. “Ontario Farm Fresh is a great organization with everyone working together and we are very honoured to receive the award,” states Garry Geissberger of Farmhouse Cider. “Customers enjoy the convenience of keeping the apple cider’s Bag-in-Box on their kitchen counter instead of using valuable refrigeration space.”

The Bag-in-Box packaging also allows apple growers the opportunity to carry their own line of apple cider as refrigeration is no longer an issue. Unopened, the Bag-in-Box sweet apple cider has a shelf life of 1 year and must be enjoyed within 3 months after opening. The normal shelf life of apple cider without preservatives is approximately 10 days after pressing but refrigeration is required.

“The Bag-in-Box technology is part of our new Mobile Apple Cider Mill,” says Garry. “The Mobile Apple Cider Mill is the first of its kind in Ontario and the fourth in Canada. We are very excited about the 2013 apple season as customers and apple growers will be able to enjoy preservative-free, fresh sweet apple cider using Bag-in-Box technology.”

Bag-in-Box sweet apple cider is available straight from the farm at Geissberger Farmhouse Cider, 5345 Langmaid Road, Clarington or online at [www.farmhousecider.ca](http://www.farmhousecider.ca). For more information please contact Geissberger Farmhouse Cider at (905) 728-8674 or [mail@farmhousecider.ca](mailto:mail@farmhousecider.ca).



*Gord (left) and Garry Geissberger enjoy a toast with their sweet apple cider using the Bag-in-Box packaging.*



*Bringing the fresh taste of nature to your table since 1970.*