



## What is cider?

Cider is an all-natural alcoholic beverage made from apples. The fruits are picked and pulped, and the juice is fermented to create a drink that's light and refreshing.

## Is cider alcoholic?

Hard ciders, by nature of the fermentation process, are alcoholic with ABV% ranging from 3% - 6%. But you can also find soft ciders - non-alcoholic variants - that are closer to unfiltered apple juice.

## How is cider different from beer or wine?

From ingredients to process, cider is unlike other alcoholic beverages.

Beer is brewed with barley and flavoured with hops. It has more carbonation than cider, which gives it a signature frothy head.

While the apples give ciders a sweet or semi-dry flavour, wines are typically more acidic. Try for yourself. There's much that words can't capture.

## Are apple cider and apple cider vinegar different?

Yes. When apple juice is fermented, the yeast breaks down the sugar to make alcohol. This is the origin of cider. But if you ferment it for even longer the yeast changes and creates a whole new product - vinegar. In that process, yeast first digests and converts the sugars to alcohol. Residual bacteria then eat the alcohol and turns it into acetic acid giving you apple cider vinegar.

Save apple cider vinegar for the kitchen.

Share cider with good company.

## Is cider vegan/gluten-free?

Apples have no gluten, so cider is gluten-free as well.

## Is cider made only with apples?

Cider is at its best when made with apples. But if you look hard enough, you will find variants made from pears, berries and even elderflowers. The ones made from pear are called Perry. Americans tend to be more playful with their cider. You'll find surprising new ingredients in ciders there. Europeans, on the other hand, tend to be more conservative in their approach to cider-making.

## So what does a good cider taste like?

The best ciders have a fruity note and a refreshing taste with a perfect balance of sweetness and acidity. They are very drinkable. You'll taste complex flavour 'notes' which give great ciders a unique, almost indescribable quality.

If you find yourself at a loss for words when describing your cider, chances are it's a good one.

## How long does it take to make cider?

There's no strict rule to cider making. Very broadly, about 3 to 6 weeks to go from apple to bottle. Nature takes its own time with its favourites. The fermentation process itself depends on the sweetness of the apples and strain of yeast used.

We think it's worth the wait.

## Can I make my own cider?

Yes! All you need is a great blend of apples, the right bottles, time and a whole lot of love. But, if you are feeling lazy treat yourself to a Thirsty Fox

## Where is cider from?

Cider is an ancient beverage. The first recorded references take us back to ancient Rome, circa 55 BCE. Julius Caesar had just begun his conquest of what's now Great Britain when his army found the native Celts drinking fermented crab-apple juice. Many other parts of the world also have a tradition of fermenting apples.

## What is Thirsty Fox?

We are an all-natural craft cider made in small batches with hand-picked apples. Our ciders are easygoing and full of character. It's like you at your natural best.

## What's the story behind the name?

The fox is notorious among orchard owners everywhere. It's their uncanny ability to seek out the best apples. So when it came to choosing a name for our beloved cider, the choice was easy.

## Where did it all begin?

Thirsty Fox was born from a love of all things crafted, and this was our way to bring it all together. Fine ingredients, perfect bottles, over the best kinds of conversations.

Long story short, our ciders were born in Somerville, Massachusetts. We brought the best of ciders and made it our own, right here in Mumbai.

## How many kinds of Thirsty Fox are there?

We currently make two ciders, Izzy and Reed, each with its own distinct personality.

## What makes Thirsty Fox special?

We hand-pick every apple, ferment them in small batches, and watch over each batch until it's just right. Every detail counts. No effort is spared to make Thirsty Fox the best apple cider you have tasted. Our bottles are specially made to perfectly preserve every drop of taste.

## So Thirsty Fox is a craft cider? What is that?

Craft cider is typically made in small batches with freshly pressed apple juice. There are no additives. If sugar is used, it is used sparingly. This is the way the first ciders were made millennia ago.

## What is special about a small-batch handcrafted cider?

Quality. Every single batch of Thirsty Fox has to pass our master cider-maker's taste test. Anything less will never see the light of day. It comes down to instinct, experience and personal touches.

## Where is Thirsty Fox made?

Thirsty Fox was born in Somerville, Massachusetts and raised in India. We import all our apples from family-owned farms in the United States of America, handcrafted and bottled in our facility in Nashik, Maharashtra.

## Where can I get a Thirsty Fox?

You can find us at select outlets in Mumbai. Not in Mumbai? Hang in there. We're rolling out in other cities in 2020.

## Does Thirsty Fox pair well with food?

Ciders taste great on their own, but conversations get better with fine food in good company.

### Here are a few dishes that go well with IZZY:

Shrimp and shellfish, smoked salmon, caviar, fried calamari and oysters

Salami, veggies, stuffed mushrooms, egg dishes and foie gras

Kale salad with apple, pear, and roasted pecans

Fruit-based desserts such as tarts, crepes, and any buttered or honeyed dessert

Grilled chicken breasts with grapefruit glaze

Poached eggs with parmesan and smoked salmon toasts

Sriracha-and-wasabi devilled eggs

Smoked-trout-and-caper-cream-cheese toast

Pumpkin and white bean bisque with sage pesto and dill rolls

Sweet potato and quinoa fritters with avocado-lime sauce

### REED is great when paired with these dishes:

Pâtés and terrines

Goat's cheese

Grilled asparagus

Spring vegetables such as peas

Barbecued meats

Ricotta and spinach lasagna

Roast pumpkin and spinach pasta

Mixed cherry tomatoes, feta and herb pizza

Classic French dishes with light creamy sauces such as kidneys with a mustard sauce

Dishes with a touch of spice such as crispy duck pancakes, grilled quail, seared salmon

## Who makes Thirsty Fox Cider?

Thirsty Fox is owned and made by Trillium Beverages.

Read more about the people behind the cider at [www.trilliumbeverages.com](http://www.trilliumbeverages.com).