

# Camp Fruitah: Plum Flavored Cider



## CIDERMAKING

In every settlement, southern Utah pioneers planted fruit trees as soon as they were able. Sun-warmed red rock, cottonwood windbreaks and cool mountain stream irrigation, despite the challenges, produced superb fruit.

Camp Fruitah honors that pioneering spirit with a semi-dry blend of apples and plums. The peak of late summer flavors, bottled for enjoyment in any season. The ultimate picnic cider, its fruitiness and tannins suggest pairings with charcuterie, roast chicken or hearty salads with seared tuna or grilled meats. Also makes an excellent base for sangria.

**Sweetness:** Semi-dry

**ABV:** 5.6% by volume

**Serving temperature:** 40-42°F

## PRODUCT INFORMATION

**Release date:** August 2022

**Format:** 500 ml case bottle, 12 per case

**Price:** \$8.95 per bottle

**UPC:** 860008576712

**Utah DABC SKU:** 924247

## ABOUT THE CIDERY

We are an orchard based cidery located at 7000' in the heart of Utah's red rock country near Capitol Reef National Park. We planted the first of 500 traditional cider and other heritage apple trees in 2012. We now grow over 90 cultivars as well as peaches, plums, cherries and cider pears.

## ETTA PLACE, OUTLAW

Even her name is a mystery—the Pinkerton detectives picked Etta Place for their wanted posters. History tells us this: she was one of five women to visit Butch Cassidy's hideout east of Torrey. She paired up with Sundance Kid and the three fled to South America.

Private investigators dogged them to the ranch that she, Butch and Sundance started in Argentina and they escaped again. Tired of life on the run, she had Sundance bring her back to the States in 1906.

Etta was 29 years old and still a striking woman with a price on her head. We like to think she just might have come back to Torrey, where her old friends had gotten along so well with the locals, and no one held it against folks to make a little alcohol to keep the taxman at bay.

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