



Media Release

For Immediate Release
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Two Local Beverage Companies Nominated For “Coolest Thing Made In Wisconsin”

STEVENS POINT – Ciderboys Cider Company and Siren Shrub Company have been nominated for the “Coolest Thing Made in Wisconsin” contest, run by Wisconsin Manufacturers and Commerce (WMC).

Both companies are based in Stevens Point, Wisconsin. Siren Shrub Company is locally owned and operated by Layne Cozzolino and Mindy McCord. The company produces small-batch sipping vinegars in several flavors that are bottled at the Wisconsin Innovation Kitchen and sold at several retail establishments in the Stevens Point area. Ciderboys Cider Co. is a fast-growing subsidiary of Stevens Point Brewery, making carbonated hard ciders with natural fruit and apple juice that are distributed nationwide. Ciderboys has been lauded for having “America’s best-tasting hard ciders” by the Chicago Beverage Testing Institute.

“I am excited to nominate these two phenomenal local companies for the title of ‘Coolest Thing Made in Wisconsin,’” said Rep. Katrina Shankland. “Ciderboys Hard Cider has been incredibly successful since its debut and has continued to grow and expand, creating unexpected and delicious flavor combinations that I have not seen from any other cider company. Siren Shrub Company is a brand new company in the Stevens Point area, and their products are unique and delicious. They use fresh ingredients that are sourced locally to create a sipping vinegar that can be enjoyed in a sparkling water or cocktail in any weather and for any occasion. I’m so proud of both companies and encourage everyone to vote for their favorite Made in Wisconsin product!”

The first round of voting for the contest will be open from September 10 until September 16 at www.madeinwis.com. You can vote once every day.

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