URBAN PEERS

Press Release

Takeoff in Germany for Swedish premium cider Urban Peers / UP

As of May 2019 Urban Peers has been nominated by LSG Sky Chefs Lounge GmbH to supply its vibrant selection of Swedish cider in the lounges in Frankfurt and Munich.

In addition to the flavors of Pear and Apple, Urban Peers will give the lounge guests a real head start on the summer with their strawberry & vanilla infused 'Swedish summer in a bottle' - Rosé.

"We are very excited about the wonderful opportunity to offer our product to Lufthansa's guests in their lounges in Germany and are proud to be part of their offering. This has been the first big step on our path towards becoming an international brand." – Jacob Zachrisson, Founder.

Urban Peers / UP was founded back in 2016 and launched its first premium-commercial selection during the summer of 2018. The minimalist approach has its origin in the simplistic expression of Scandinavian design and together with the legacy of Swedish cider trough genuine craftsmanship of natural, clean flavors and tastes in its beverages, Urban Peers makes a cider brand to both adore and enjoy.

With the resources and expertise of the 107-year-old Swedish cider producer Herrljunga Cider and the passion and sensibility for arts and design through the award-winning designer Philippe Bordonado, the two worlds interconnect into a minimalist brand of consistently high-quality Swedish cider.

LSG Sky Chefs Lounge GmbH is the world's largest provider of airline catering and in-flight services. As a wholly owned subsidiary of Lufthansa, their airport lounges in Frankfurt & Munich together serve more than 6 million guests annually.

For more information please contact: Jacob Zachrisson, Founder - Jacob@monville.se

Urban Peers is a young and independent Swedish cider brand of premium-commercial high quality. Its well-balanced, sweet and vibrant flavors symbolize the heritage of traditional Swedish cider. Meanwhile its captivating minimalist design lightens the infinite appetite for innovation.