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## **Curling Alberta Partners with Sandbagger Hard Seltzer**

Curling Alberta is excited to welcome [Sandbagger Hard Seltzer](#) as proud partner and the official hard seltzer of Curling Alberta.

Their story begins with bar owner named William (Bill) Rowan, who enjoyed his favourite gin cocktail in the clubhouse following a game of golf. His special Sandbagger concoction became popular in local area bars and clubhouses, and his idea to trademark the Sandbagger name became a reality. His son continues to honor his legacy, by growing Bill's dream into a business now serving Alberta, Nova Scotia, and New York state. With each can inscribed with his dad's initials, Sandbagger Hard Seltzer pays tribute to an idea that stemmed from a drink enjoyed with friends after a game.

"Sandbagger is thrilled to be an official partner of Curling Alberta. We believe the fun, competitive and social elements of curling mix perfectly with our hard seltzers" said Steve Zmudczynski, Executive Vice President of Sandbagger. "This partnership furthers our goal to expose our brands to a wider audience through sport and community involvement."

Their grassroots history, combined with a strong commitment to family and their craft, makes Sandbagger Hard Seltzer a valuable addition to our curling community," said Jill Richard, Executive Director of Curling Alberta. "We look forward to seeing our partnership grow in the seasons ahead and invite you to try their innovative seltzers."

Sandbagger Hard Seltzer derives their inspiration from those who aim high to gain that competitive edge. They use only fresh, natural ingredients with no preservatives, and have some exciting new flavors coming in 2024. To learn more about Sandbagger's history and offerings, visit their [website](#) and keep an eye out for their tasting booth at legal age provincial championships near you.

Curling Alberta's continues to pursue of opportunities and relationships that enhance our community, as well as benefiting athletes and clubs. Sandbagger Hard Seltzer has branched out from golf course clubhouses to curling centres, and we are thrilled to welcome them aboard as our newest sponsor.