

United States Association of Cider Makers
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FOR IMMEDIATE RELEASE

Cider Association Launches Campaign to Pair Cider and Thanksgiving

The United States Association of Cider Makers (USACM) announced today that they are launching “Pick Cider”—a campaign to pair American ciders with Thanksgiving. Thanksgiving is already a time of increased sales volume for the cider industry. USCAM hopes to cement that trend. To do so, they will provide members with shared marketing tools, launch a national social media campaign using the hashtag #PickCider, and seek media spotlight opportunities. USACM represents over 1300 members.

“Pick Cider is designed for the community to take part, both consumers and producers. We’ll encourage and support our members to promote seasonal food-cider pairings and tastings. Cider drinkers can also join the fun online,” shared Trevor Baker, USACM board member. “The history, flavor and sheer variety of American ciders naturally complement Thanksgiving.”

The social media campaign will build momentum as the Thanksgiving holiday approaches, but USCAM plans to engage with the #PickCider hashtag immediately. Consumer prizes will develop in the coming months. Cider drinkers can follow USACM on Facebook, Twitter and Instagram to learn more about the campaign and events as they are announced.

USACM will be working with the marketing team at The Brandit, a firm with expertise in craft beverage promotion, to develop Pick Cider. Promoting the cider sector is part of USACM’s charter. Pick Cider is the beginning of more sector-wide marketing to come out of USACM.

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The USACM is an organization of cider and perry producers in the United States. It gathers and shares information about cider production, regulations and cider apple growing to help members improve their operations, raise awareness and advance cider in the market. The organization was founded in February, 2013 at "CiderCon," the third annual gathering of Cider Makers from across the US.