



CiderCon 2018 Session Descriptions

= tasting session

= heritage cider track

Thursday, Feb. 1st



Collaboration & a Shared Cider Economy – Ryan Burk

Angry Orchard and its partners in New York State are committed to growing the cider industry in the United States. Join Head Cider Maker Ryan Burk and partners including Cornell and independent growers and producers to learn what they are doing to help establish an American cider culture, through research, learnings and the goal of getting more cider fruit in the ground.

Intermediate

Cideries Going After Beer Placements – Simon and Jason House

As cideries, we need to stop attacking our own placements (both draft and bottle) and start going after beer placements. This session will discuss ways to go about looking for an additional cider draft line, an additional cider display, an additional cider menu feature, etc.

Intermediate

Finding Distribution in a Crowded Market – Aaron Lancetot

Now more than ever, securing distribution in both your home and out of state markets is uber competitive. Learn how to interview distributors and figure out why certain distributors are better for you than others.

Advanced

Building Craft Cider with Contemporary Apples – Andrew Byers

A focused look at contemporary American cider made from dessert fruit. Yeast choices, fermentation variables, and adjuncts like berries, hops, and spices.

Beginner



Champagne Method Cider - Eric Shatt, Eleanor Leger, Tim Larsen

Panel with Cider Tasting



New Zealand Cider Tasting – Zeffer with Josh Townsend & Jody Scott

Women in Cider – Pomme Boots

Pomme Boots Society will host an interactive panel featuring women leaders from various sectors of the cider industry. Panelist will share their background, experience, challenges and inspiration to illuminate industry trends and empower others in the field. Panelists will include experts in orchard/production, sales/distribution, entrepreneur/owner and cidery/taproom.

Beginner

Apple History with Gidon Coll

TBD

Quantitative Chemical Fingerprints – John Edwards

¹H NMR spectroscopy applied to the complex mixtures that comprise apple juice and finished cider provides a quantitative assessment of alcohols, organic acids, amino acids, carbohydrates and other yeast metabolites. The analysis requires no sample preparation and can yield information at any point in the cider-making process. The detailed chemical composition that it provides can be used to investigate process problems and to yield quality



control information on batch to batch consistency. Finally, the chemical composition can be summarized to provide nutrition label information and ethanol content.

Advanced

How to Crowdfund your Cidery – Zachary Robins

We will discuss ways to sell equity to the public in order to fund the launch of a cidery and build a strong following. Will also touch on other means of funding such as Distribution Agreements with wholesalers.

Beginner

Protecting and Enforcing Trademarks – Martha Engel

Protecting trademarks has become increasingly important in the alcohol industry, with many disputes arising. It's important for distribution to protect your brands. This presentation will discuss how to select trademarks, how to file trademark applications, and how to handle enforcement actions.

Intermediate

Sensory Analysis – Charles McGonegal

Holistic Orchard Management – Eric Schatt

Panel

Leave it to KEEVER – Emily Ritchie, Andrew Byers & Dave Takush

The NWCA took 10 cider makers abroad to study keeving, and generally French and English craft cider. This session will gloss over that adventure (with a few gratuitous photos) and walk through the methodology of keeving as gleaned from the many cider houses we visited. Keeving is a traditional method of halting fermentation before the cider has fermented to dryness- it is at times unpredictable and multi-variable. We visited 25 cideries that employ this process and intensely interviewed each maker.

Dave Takush of Two Towns Cider (and Andrew is from Finnriver)

Intermediate

The Legal Side of Distribution – Marc Sorini

This presentation will explore the legal aspects of cider distribution. Sub-topics will include: Distribution strategies; Agreements with distributors; Prospects for direct shipping to consumers; Other retail rights; The pros and cons of self-distribution.

Advanced

Building your Brand with Experimental Marketing – Kristyn Dolan

By utilizing experiential marketing, also known as "special events" or "brand activation," a brand is able to capture the consumer and also make the brand relatable, relevant, and talkworthy which builds brand loyalty, sales, and press. Learn what experiential marketing is, how to take advantage of it for your brand, the dos and don'ts when creating your experience, and more to make your next marketing campaign more effective or your next festival participation more meaningful.

Beginner

Marketing with Apples – Paul Booker

Real pictures of your own apples are hard to beat in any marketing materials to promote your cider brand. But growing apple trees is a pain and cost prohibitive for many urban cideries. This presentation will discuss alternatives to orchard ownership and strategies to save time and money in small scale cider orchards designed to market your cider brand while still providing quality juice for blending.

Beginner

Horizontal Tasting – Lauren Shepard

This will be a new way to structure cider tastings for consumers, retailers, or anyone interested in exploring how diverse cider is as a beverage. We will taste ciders side by side with different beverages with which they share flavor components. Some possibilities: a Spanish sidra with a sour golden ale, a dry, acid forward still cider with a Sauvignon Blanc, a bottle conditioned perry with a sparkling wine. By tasting these drinks side by side, we will highlight how flexible and diverse cider can be in a concrete way. This model could be used in tasting rooms (where



law allows), at special dinners, maybe even at festivals to help consumers taste this flexibility of cider.

Beginner

Marketing with Caitlin Braam & Kate Bernot

TBD

Prevention and Correction of Sulfur-Off Odors in Cidermaking – Rebekka deKramer

Sulfur-Off odors are a common issue that many cidermakers face. This presentation will focus on cidermaking practices that can reduce the formation of sulfur-off odors and also tools for correcting sulfur-off odors should they occur. Presentation will include yeast selection, nutrient recommendations, fermentation parameters, and fining tools.

Intermediate

Brainstorming Sustainability in the Cidery – Eric Jorgensen

A brief overview of sustainable business practices by NW Cider Association Members followed by a workshop to generate ideas to stimulate a national conversation about sustainability in the cider industry.

Audience participation will be encouraged

Intermediate

State Regulatory Compliance – Janeen Grace

In addition to TTB, cider makers need to comply with state liquor control requirements. Although each of the over 50 liquor control agencies is unique, a number of common issues exist for companies making and selling cider. This session provides an overview of some of the key issues related to state regulatory compliance such as differences in cider definitions, license types, the three-tier system, label registration, direct shipping, bottle bills and tax reporting.

Beginner

Heritage Ciders – Diane Flynt

Keys to Success in the Next Growth Category

Nutrients: Additions or Subtractions and What Happens with Both – William Grote

Nutrients in cider: stimulating both fermentation and debate. Some cider makers swear you need to use them while others swear you need to remove them. We wish to add some fresh data to the great 'added nutrient vs. depleted nutrient' debate by presenting the results of a controlled fermentation experiment, involving three batches of the same juice fermented under identical conditions with a single changing variable: Nutrient level. The experiment will use a commercial testing laboratory throughout the course of fermentation to measure levels of YAN, phenolic compounds and fermentation by-products of all three ciders. Speed and temperature of the fermentations will also be constantly measured and logged using remote sensors for accuracy and detail. The accumulated data will be analysed by both cider makers and academics and we will present the results and analysis at the session, concluding with a tasting of the three ciders for everyone in attendance.

Advanced

Fruit, Juice & Sensory of Varietals – Carol Miles & Travis Alexander

From 2000 to 2015, 17 cider apple cultivars grown in northwest Washington were evaluated for commercially relevant characteristics. Trees were evaluated for relative bloom time, bloom habit, and productivity (biennial or consistent). Fruit size was recorded, as was juice tannin, titratable acidity, specific gravity, and pH. Varietal cider was made from each variety and a panel of commercial cider makers evaluated sensory attributes.

Intermediate

Cidernomics for Start-up and Small Scale Cideries – Eleanor Leger

TBD

Promoting Cider in Wine Country – Meredith Collins

Cider isn't wine or beer; it's cider. Nevertheless, people continue to ask about cider's relationship to other beverages. This will address what it's like to sell and promote cider in a wine-producing region: the Finger Lakes of upstate New York. Wine regions all over create additional challenges and benefits for cider makers when it comes to labeling, wine trails, tourism, and local on-premise accounts. Let's turn these features to our advantage!

Intermediate



Carbonation Fundamentals – Phil Kelm

Carbonation Fundamentals will review cider carbonation levels with regard to cider taxation class; carbonation terms, units and principles; cider carbonation techniques; and proper use and maintenance of carbonation equipment.

Intermediate

New Zealand Cider Tasting – Peckhams with Alex Peckham

Friday, Feb. 2nd

Developing the US Cider Lexicon – USACM Board of Directors, Jenn Smith (NYCA)

The Yeast Whisperer – Shea Comfort

Juicing Tourism Marketing – Kevin Clay

Don't leave that money on the table! This session will explore building relationships with statewide tourism offices and local destination marketing organizations through grant and event sponsorship opportunities. A representative from Virginia Tourism Corporation will co-present and share different ways to build these relationships at home. We'll also take a look at partnering and building momentum with other beverage producers in your region.

Beginner

Cider Filtration: Challenges & Solutions – Maria Peterson

Cider Filtration is one of the most challenging parts of cider production. Our main goals are microbial stability and clarity but yet we don't want to sacrifice color, flavor or incur significant product losses. I will discuss different filtration media and equipment available on the market and how to optimize your current filtration setup. I will also discuss timing and preparing for filtration as to lessen the effects of separation anxiety on filtration and bottling days.

Intermediate

New Zealand Cider Tasting – Hamish Jackson

Climate Change in the Orchard – Panel

Discussion on Climate Change in the Orchard – Panelists include Steve Wood, Farnum Hill Ciders, New Hampshire; Diane Flynt, Foggy Ridge Cider, Virginia; Jim Koan, JK's Farmhouse Ciders, Michigan; Ian Merwin, Black Diamond Cider, New York; Greg Peck, Pomologist, Cornell; Alex Peckham, Peckham's Ciders, New Zealand; Marcus Robert, Tieton Cider Works, Washington State; Darlene Hayes, Author, California

Cidermaking with Heirloom & High Tannin Apples – Ian Merwin

Many cidermakers prefer using traditional American and/or European apple varieties for their ciders. These apple varieties are often difficult to obtain from nurseries, and they pose unique challenges to orchardists used to growing common dessert varieties. At present these apples also command high prices, and some are dual purpose for fresh market sales. Are the potential rewards worth the extra efforts to grow specialty cider varieties? This session will explore the pros and cons of these apple varieties, from the nursery, orchard, cidermaking, and economic perspectives. The presenters will share their considerable experience propagating and growing these apples, making and marketing craft ciders, and developing commercial cideries based upon traditional cider varieties.

Intermediate

Growing Bittersweet Apple Varieties for Cider – Steve Wood, Marcus Robert, Harry Ricker

Practices and Terroir Panel

Understanding Terroir – Derek Plotkowski

The concept of terroir carries about a certain mystique and cachet that many cider makers want to capture. In this session we will look into the definition of terroir, the science and know-how behind the concept, global examples of terroir and terroir-products, and the steps we might take to further develop and define North American cider terroirs.

Beginner

UK Cider Trends – Gabe Cook



Reverend Nat's is a Marketing Company, Not a Cider Company – Nat West

A brand isn't what you say it is. A brand is what your customers say it is. A strong brand is one that commands a higher price in the market, more loyal customers and a longer life in the industry, unable to be copied by competitors. In this talk, Nat will show the process that he took his company through to develop the Reverend Nat's Hard Cider strong message, story and brand.

Beginner

Packaging Management – Purchasing Decisions around Bottles and Cans – Mellie Pullman

Many cideries struggle to determine which kind of packaging to use, how much to buy, and whether or not to use mobile packaging or buy equipment. This presentation covers some of the key trade-offs such as buying full truck loads to lower the per unit price or buying in smaller amounts and improving cash flow. We'll look at factors to include in these decisions and show an example of how one company learned the hard way about packaging costs and now is on the path to better profitability.

Intermediate

Distributor Panel – Lauren Shepard

A panel of small, alternative, distributors.

Building Your Team – Andrew Byers

Building the Team that will Make, Sell, and Represent your cider. A look at management theory for successful teams; from first employee to widespread company culture. A blend of Servant leadership, Mutual learning models, and general concepts around communication and structure.

Intermediate

Using Heirloom Apples for Cider and Spirits, Just like our Ancestors Did – Daniel Bussey

The choice of which apples to grow for cider can be daunting for both the amateur and professional. Heirloom apples from our past have a proven record of providing a high quality base for your cider and distilling operation as well as being a valuable marketing tool for advertising. This program will discuss the selection of varieties that will work for you.

Intermediate

Impact of Nitrogen Fertilization on Orchard Productivity, Fruit Quality, Cider Tannin Concentrations, and Fermentation Kinetics - Adam Karl

Nitrogen fertilization is a little studied area of cider apple research that potentially impacts orchard productivity, fruit tannin concentrations, fermentation kinetics, and cider sensory attributes. In the spring of 2016 a multi-year nitrogen fertilization experiment was started in a two-year old Golden Russet and Medaille D'Or orchard to study the impact of nitrogen fertilization on tree growth, fruit quality, tannin concentrations and finished ciders. We are excited to share what we have found over two growing seasons, and the first crop harvested this past fall.

Advanced

Wild Fermentation and other heritage cider options – Ryan Burk, Tom Oliver, Leif Sundstrom, Shea Comfort

Wild Ferments, barrels and More

Heritage Ciders on the Menu – Sam Fitz, Chef James Rigato, Jackson Canon

Panel

Creating Events Centered Around Cider – Mattie Beason

This is an opportunity for cider makers, distributors, and owners to hear about successful events in the cider industry and how to design successful events in small or large terms to help spread the word of cider.

Beginner

Basic Cider Analysis – Darren Michaels

Cider Analysis – Beginner

Fruit Chemistry, Yeast and Fermentation: A Complicated Relationship - Amanda Stewart

TBD



Apple Varieties for Cider – Darlene Hayes
Regional variation and character in cider.

Working with Oak – Shea Comfort
TBD