



CiderCon 2018: Jan 30-Feb 2 | Waterfront Marriott, Baltimore, Maryland

SUBJECT TO CHANGE

	TUESDAY JAN. 30			WEDNESDAY JAN. 31						
8:00 AM	Cidery Association Leadership Conference	Washington DC Cider Tour	Adams Count, PA Cider Tour	Maryland Cider Tour	Cider Institute of North America (CINA) Workshop	Cerrtified Cider Professional (CCP) Workshop				
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9:00 AM										
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6:00 PM										

- Cidery Association Leadership Conference - Separate Registration Required
- CiderCon Tours - Ticketed Event
- Wednesday Workshops - Ticketed Event





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Ticketed CiderCon Tasting Sessions



Heritage Cider Making Track

THURSDAY FEB. 1							FRIDAY FEB. 2						
8:00 AM													
:15													
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9:00 AM	Opening General Session: The US Cider Market in 2017, with Nielsen						USACM Board Elections and Bylaws Vote						
:15													
:30													
:45													
10:00 AM	TRADE SHOW OPENS!												
:15							Production Hacks for Heritage Cider						
:30							Champagne Methods for Cider Production						
:45	Shared Cider Economy		Cideries Going After Beer Placements		Cider Trademarks		Building Craft Cider		NZ Cider Tasting: Zeffer				
11:00 AM							Visit the Trade Show, Cider Bar Open!						
:15													
:30													
:45													
12:00 PM	LUNCH with guest speaker Dale Brown of Cyder Market LLC						Lunch, General USACM Business Meeting						
:15													
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1:00 PM													
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:45	Pomme Boots: Women in Cider		Apple History		Finding Distribution in a Crowded Marketplace		How to Crowdfund Your Cidery		Chemical Fingerprints		Sensory Analysis with Charles McConegal		
2:00 PM													
:15													
:30													
:45	Holistic Orchard Management		Leave it to Keever		Legal Side of Distribution		Build Your Brand with Experimental Marketing		Marketing with Apples		Horizontal Tasting: Cider & Beer		
3:00 PM													
:15													
:30													
:45	A deeper dive into cider market data		Cider Marketing Innovations		Prevention of Cider Off Odors		Sustainability in the Cidery		State Regulatory Overview		Heritage Cider: Keys to Success in the Next Growth Category		
4:00 PM													
:15													
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5:00 PM	Nutrients						Fruit juice & sensory of varietal						
:15													
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:45													
6:00 PM													
							Growing Bittersweet Apple Varieties						
							Understanding Terroir						
							UK Cider Trends						
							Reverend Nat's Marketing						
							Cider Packaging						
							Wild Fermentations						
							Cider Making with Heirloom and High Tannin Apples						
							Artisanal Distributors						
							Building Your Team						
							Using Heirloom Apples						
							Impact of Nitrogen						
							Working with Oak						
							Heritage Ciders on the Menu						
							Creating Events Centered Around Cider						
							Basic Cider Analysis						
							Fruit Chemistry and Yeast						
							Bittersweet Apple Varieties						
							New Zealand Cider Makers Panel						
							Grand Tasting and Closing Toast						