



# CiderCon 2018 Session Descriptions

= tasting session

= heritage cider track

## **Thursday, Feb. 1<sup>st</sup>**



**Champagne Method Cider - Eric Shatt, Eleanor Leger,**

**10:15 – 11:15am Grand Ballroom #7 - 10**

Panel with Cider Tasting

**Collaboration & a Shared Cider Economy – Ryan Burk, Greg Peck**

**10:45 – 11:30am Essex A-C**

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

**Working Together for A Strong Cider Segment– Simon and Jason House**

**10:45 – 11:30am Laurel A-B**

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. We will also discuss the ways to work together as allies, rather than competitors to build a healthy segment the right way. If we consider the segment and the consumer before our personal gains, the segment will grow larger and we will thrive together.

Intermediate

**Protecting and Enforcing Trademarks – Martha Engel**

**10:45 – 11:30am Laurel C-D**

Your competitors can all make cider or a perry, but what makes you stand out from the crowd? Your brand and the names of your ciders. This presentation will discuss strategies for selecting marks, how to protect your brand and cider names, how to enforce your marks against others, and strategies for strengthening your brand. In addition, the presentation will touch on legal issues relating to labels and advertising (including social media). Intermediate

**Building Craft Cider with Contemporary Apples – Andrew Byers**

**10:45 – 11:30am Grand Ballroom #2**

This is a walk through the stages of product development 1) Inception and feasibility (what do you have to make cider with and why) 2) Blending at the press and blending from the tanks 3) trials on the bench and concerns in scaling up-how to replicate 4) Polishing both process and cider with consideration of styles guidelines and *tradition*. This session is about how to think about how to blend an American craft cider; to encourage more cidemakers to put more thoughtful products into the market so we can all drink “better” cider.

Beginner



**Zeffer – New Zealand Cider Background and Tasting - Josh Townsend & Jody Scott**

**10:45 – 11:30am Grand Ballroom #3**

Sample Zeffer Cider's Slack ma Girdle, Hopped and Apple Crumble Ciders. Zeffer Cider Co is proud to be one of New Zealand's leading cider brands and the largest independent, dedicated cider producer. Zeffer was started in 2009 by our real cider-lovers Sam and Hannah who scoured New Zealand orchards to find specific apple varieties to make world class cider using the best ingredients. This was sold in small batches at a Farmers' Market



to rave reviews – the number of fans and quantity of cider being produced has grown significantly since then but we remain a small team dedicated to making the world's best cider.

Today we produce more than 500,000 litres annually from our new cidery and orchard in sunny Hawke's Bay (New Zealand's home of apples) and our cider is sold throughout New Zealand and exported across the globe to 11 countries. This year Zeffer won the Champion Cider at the International Cider Awards in London for their Cidre Demi-Sec Cider.

### **Sensory Analysis – Charles McGonegal**

#### **1:30 – 3pm Grand Ballroom #7**

Sensory Analysis focuses on flavor, aroma and clarity of ciders. The session will delve into sensory flaws, enhancements and general tastings that a cider drinker/maker should be aware of while in the cider industry.

### **Women in Cider – Pomme Boots Society – Jana Daisy-Ensign, Michelle da Silva, Sara Sherrer**

#### **1:45 – 2:30pm Essex A-C**

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

### **Leave it to KEEVER – Emily Ritchie, Andrew Byers, Martin Berkeley & Dave Takush**

#### **1:45 – 2:30pm Laurel A-B**

The Intricacies of KEEVING: a walk through the USDA/NW Cider Association sponsored trip through Normandy, Brittany and southern England, as well as a practical exploration of what keeving aims to accomplish, why one might do this, and the parameters of environment, juice, and spirituality that bring this halted fermentation to market.

Intermediate

### **Finding Distribution in a Crowded Market – Aaron Lancetot**

#### **1:45 – 2:30pm Laurel C-D**

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. This presentation is designed for those cideries who are currently self distributing, thinking about distribution or are distributing in their home state and looking to expand out of their home market!

Advanced

### **How to Crowdfund your Cidery – Zachary Robins**

#### **1:45 – 2:30pm Grand Ballroom #1**

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

### **Quantitative Chemical Fingerprints – John Edwards**

#### **1:45 – 2:30pm Grand Ballroom #2**

<sup>1</sup>H 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



## **Holistic Orchard Management – Panel Eric Schatt, Autumn Stoscheck**

**2:45 – 3:30pm Essex A-C**

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

**2:45 – 3:30pm Laurel A-B**

## **The Legal Side of Distribution – Marc Sorini**

**2:45 – 3:30pm Laurel C-D**

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**

**2:45 – 3:30pm Grand Ballroom #1**

Do you participate in events? Do you run your own events? By utilizing experiential marketing and brand activation (better known as "special events"), a brand is able to capture the consumer and also make the brand relate-able, relevant, and talk-worthy 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 best practices to make your next marketing campaign more effective or your next festival participation more meaningful.

Beginner

## **What's Selling – On and Off-Premise Retailers Discussion – Matthew Beason**

**2:45 – 3:30pm Grand Ballroom #2**

## **Regional Variations in Apples and Cider – Darlene Hayes & Dan Pucci**

**2:45 – 3:30pm Grand Ballroom #3**

North America is host to a wide range of climates, conditions, landscapes and terroirs. Regional differences in wines made from the same grape varieties have been well studied and are more or less understood to exist by most consumers. This is not the case for apples and cider. We have been exploring some of these regional variations and will present analytic data from apples harvested from more than 30 orchards across the United States and taste a range of Newtown Pippin single varietal ciders, which have some shared traits while still expressing their unique terroir.

## **How to Use Nielsen Data to Grow your Sales – Caitlyn Battaglia & Matt Crompton**

**3:45 – 4:30pm Essex A-C**

This session will explain the 'nuts and bolts' of Nielsen/Nielsen CGA off and on premise data - what it is, how to interpret it, and how to use it to grow your sales. Anyone with a need for a "fact-base" to help understand Cider retail market trends and better position your products within the broader category context, should benefit from attending this session.

## **Tactics for Marketing, Branding & Media Outreach – Caitlin Braam & Kate Bernot**

**3:45 – 4:30pm Laurel A-B**

Take a closer look at the tools needed to construct a successful brand and keep it top of mind for consumers. Whether you're just starting out or are looking to enhance an existing brand, hear about tried and true tips for increased exposure, assisting with sales and gaining recognition for your brand through media outreach. Also, learn



from real life case studies that showcase companies in the beverage industry breaking the mold of traditional marketing.

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

**3:45 – 4:30pm Laurel C-D**

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**

**3:45 – 4:30pm Grand Ballroom #1**

This session is intended to be a participatory workshop/discussion to explore how members of the Cider industry might collectively engage in and promote sustainable business and production practices. While Eric will present several models from the Wine Industry as well as thoughts and experience from Finnriver, the utility of this workshop will also depend on the participation of those in attendance.

### **State Regulatory Compliance – Janeen Grace**

**3:45 – 4:30pm Grand Ballroom #2**

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

### **Wild Fermentation and other heritage cider options – Ryan Burk, Tom Oliver, Leif Sundstrom, Kevin Zielinski**

**3:45 – 5pm Grand Ballroom #7 - 10**

Wild Ferments, barrels and more

### **Marketing with Apples – Paul Booker**

**4:45 – 5:30pm Essex A-C**

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

### **Varietal Ciders – From Branch to Bottle - Carol Miles & Travis Alexander**

**4:45 – 5:30pm Laurel A-B**

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**

**4:45 – 5:30pm Laurel C-D**



### **Promoting Cider in Wine Country – Meredith Collins**

**4:45 – 5:30pm Grand Ballroom #1**

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**

**4:45 – 5:30pm Grand Ballroom #2**

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**

**4:45 – 5:30pm Grand Ballroom #3**

Sample Moutere, Cider with Feijoa, Boysenberry, a sweet, serious Frenchie, and Wild all the Way, from Peckham's Cidery – a small, family run cidery, and one of the very few New Zealand cideries which grow only cider apples specifically for cidermaking. We strive to make complex, full bodied, vintage ciders, and this can only be done by using cider apples harvested at optimal ripeness. We have 30 different cider varieties on our family orchard in the Moutere valley near Nelson – true apple country. Our clay soils, combined with exceptional sunlight hours, are famed for producing fantastic, full flavoured fruit. We put a lot of thought into blending so as to make the best of the broad range of cider characteristics available to us. Our ciders are made in autumn from fresh juice from our own cider press, and we take our time slow fermenting and aging our ciders in steel and oak for at least six months. The cidery was awarded NZ Champion Cider in both 2015 and 2016 at the New Zealand Cider Awards.

## **Friday, Feb. 2<sup>nd</sup>**

### **Heritage Ciders Keys to Success in the Next Growth Category – Diane Flynt**

**10:30 – 11:30am Grand Ballroom #7 – 10**

### **The Yeast Whisperer – Shea Comfort**

**10:30 – 11:30am Essex A-C**

Understanding Fermentation, a practical guide to nutrition, strain selection, fermentation management and style creation.

### **Climate Change in the Orchard – Panel- Steve Wood, Marcus Robert, Alex Peckham, Greg Peck, Ian Merwin, Jim Koan, Darlene Hayes, Tom Oliver and Moderator Dayna Bateman**

**10:30 – 12pm Laurel A-B**

Growers respond to a changing world. Seasoned orchardists will share their observations of how changing weather patterns have impacted growing conditions and will share their strategies for managing these new extremes.

### **Juicing Tourism Marketing – Kevin Clay**

**10:45 – 11:30am Grand Ballroom #1**

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



## **Separation Anxiety: Observational Insights to Understanding Cider Filtration – Maria Peterson**

**10:45 – 11:30am Grand Ballroom #2**

Why we filter and the timing of it. What we need to understand about fining and clarification and how that makes filtration more economical. Different types of media and equipment on the market (Plate and frame, lenticular, cartridge and crossflow) and things to look for when buying used or new. The session will also look at what colloids are and why they can make filtration a nightmare and how to keep these nightmare filtrations from occurring. Plus the timing of “Sterile” filtration before packaging.

## **Horizontal Tasting – Lauren Shepard**

**10:45 – 11:30am Grand Ballroom #3**

While more and more people are drinking cider, the apple's potential as a fermentable is still limited in the minds of the general public (and sometimes in the minds of certain restaurants and bars, who "already have a cider on their menu"). How do we as cidemakers, cider bars, and cider distributors really convince drinkers that there is more to cider than apple flavors? This tasting will explore a new format for tasting cider, that can be used with consumers and industry members alike, with the goal of highlighting the diversity of cider. We'll taste several different ciders, each one paired with a different drink with which it shares flavor components, and explore as a group the similarities and differences among them. Our goal will be to come up with a structured format that can be replicated and used to draw new cider drinkers in to the fold in an inclusive, interesting way (there really is a cider for dry red wine drinkers! Beer geeks really can find a cider to geek out over!) and further educate existing ones.

Beginner

## **Cidermaking with Heirloom & High Tannin Apples – Ian Merwin, Dierdre Birmingham, Jonathan Oakes, Christopher Oakes and Chris Negronida**

**1 – 2:45pm Grand Ballroom #7 - 10**

Many cidemakers 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, cidemaking, 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**

**1 – 2:15pm Essex A-C**

Practices and Terroir Panel

## **Building Your Team – Andrew Byers**

**1:30 – 2:15pm Laurel A-B**

This session is focused on the benefits of training and retaining a high quality and contented workforce. Management level tools to help you be a better boss, help your employees take satisfaction in their days' work despite repetition, sub-par equipment, and foul weather. This session is an introduction to team management theory, a way to begin to craft yourself as a manager of people who care about the that work you all do together. Begin to create a team that cares about doing all jobs well because they are invested in the success of the whole. From mopping to product development. Drawing ideas from Servant Leadership, Lean Thinking, Daily Flow Management, and 6 years at Finnriver Cidery.

Intermediate

## **UK Cider Trends – Gabe Cook**

**1:30 – 2:15pm Laurel C-D**

An overview of what's new in the world's largest cider market, including market segmentation, new flavour innovation, the latest packaging trends, consumer expectations, Legislation, juice content and ingredients labelling and the rise of craft cider.

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

**1:30 – 2:15pm Grand Ballroom #1**



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

### **Cider, Beer, Wine and the Spirit of Collaboration – Paul Vander Heide**

#### **1:30 – 2:15pm Grand Ballroom #2**

Since 2009, Hard Cider has been the fastest-growing segment in the alcoholic beverage industry. But with each passing year, it is becoming more and more imperative for Hard Cider producers who want to stay ahead of their competition and gain market share to understand the entire beverage landscape. One of the keys to success is fostering collaboration by creating relationships with independent producers in other beverage categories. Join this panel of brewers, wine makers and distillers to discuss the challenges and benefits of collaboration as it relates to building your business, making your product and selling to your shared consumers.

### **New Zealand Harvest Cider Tasting – Hamish Jackson**

#### **1:30 – 2:15pm Grand Ballroom #3**

Sample Harvest Ciders including Scrumpy Apple, Harvest Summer Citrus, Harvest Apple and Thomas & Rose Watermelon and Cucumber from Harvest Cider, the iconic New Zealand Cider Company. The Harvest Cidery story began in 1989 when Brian and Irene Shanks, local Gisborne orchardists, began making cider from their own Braeburn and Granny Smith apples. Keen to develop, they began a period of intensive research including a trip to the UK where they visited almost 54 cideries in the south of England.

Needing room for expansion, the Cidery moved to a site at the end of Customhouse Street, overlooking the harbour and Poverty Bay, in 1995. By 2003 it was time to expand again. In 2004 the Cidery moved to its current site on Customhouse Street. The Cidery now produces a range of award winning ciders as well as other products, each with its own unique taste.

### **Distributor Panel – Lauren Shepard**

#### **2:30 – 3:15pm Essex A-C**

A panel discussion of small distributors who work with artisanal producers, who focus on quality of quantity, education over marketing dollars, and work with flexible margins to sell high end products. More suited to small producers who have no budget for flashy packaging and marketing support, and who are more focused on tradition than innovation.

### **Understanding Terroir – Derek Plotkowski**

#### **2:30 – 3:15pm Laurel A-B**

The concept of terroir can at times be opaque and intimidating, and expressing terroir in cider can seem to be an unattainable goal for cidemakers and orchardists. In this session we will attempt to demystify terroir by looking at how terroir is defined, breaking down the concept into its components, examining examples of terroir expression, and exploring the steps that can be taken to develop and define North American terroirs. This session is meant for beginners, but could be useful for anyone who wants to learn more about terroir.

Beginner

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

#### **2:30 – 3:15pm Laurel C-D**

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



### **Basic Cider Analysis – Darren Michaels**

**2:30 – 3:15pm Ballroom #1**

Explores the required and non-required common and uncommon analysis involved in cidermaking, including methods, relevance, equipment, and budgeting for small to large cideries. Basic Analysis for beginners – followed by an advanced course at 3:30pm.

### **Heritage Ciders on the Menu – Brian Rutzen, Sam Fitz, Chef James Rigato, Jackson Cannon**

**3:30 – 4:15pm Essex A-C**

Panel

### **Creating Events Centered Around Cider – Mattie Beason, Eric Foster**

**3:30 – 4:15pm Laurel A-B**

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

### **Advanced Cider Analysis – Darren Michaels**

**3:30 – 4:15pm Ballroom #1**

Explores the required and non-required common and uncommon analysis involved in cidermaking, including methods, relevance, equipment, and budgeting for small to large cideries. Advanced

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

**3:30 – 4:15pm Laurel C-D**

An advanced look at fruit chemistry, yeast and fermentation geared toward academics, cider makers and apple growers.

### **Nutrients: Additions or Subtractions and What Happens with Both – William Grote, Holly Schmidt, Doug Schmidt and Nathan Williams**

**3:30 – 4:15pm Grand Ballroom #3**

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

### **Working with Oak – Shea Comfort**

**3:30 – 4:30pm Grand Ballroom #7 - 10**

TBD