



CIDERCON 2018

- FACT SHEET -



- The 8th annual CiderCon took place in Baltimore, Maryland from January 30 to February 2, 2018.
- 41 states were represented, with New York, Virginia, Pennsylvania, Michigan, Maryland and California bringing the most attendees.
- Members from 12 countries attended: Argentina, Austria, Canada, Estonia, France, Germany, Luxembourg, Kazakhstan, Mexico, the United Kingdom, New Zealand and the United States.
- 822 people attended CiderCon 2018, not counting the 278 vendor representatives from the trade show. For comparison, 813 people attended CiderCon 2017 in Chicago, not counting the 220 vendor representatives from the trade show.
- There was a special emphasis at CiderCon 2018 on heritage ciders, which are orchard-based, regional ciders made with heritage apples using traditional techniques.
- 150 attendees participated in regional tours showcasing local ciders and orchards in Pennsylvania, Maryland, and Washington DC.
- In the opening general session of CiderCon 2018, research firm Nielsen reported that off-premise cider sales in the United States have increased 5 percent in the past five weeks vs. the same period last year. Additionally, off-premise market share grew 30 percent last year for regional ciders, reflecting consumer interest in locally sourced products.
- Cider Week Baltimore took place the same week as CiderCon 2018. USACM local members organized more than 35 cider focused events around town including cider tasting events, cider tap takeovers, intimate cider dinners, and the Pour the Core cider festival at the B&O Railroad Museum.
- At CiderCon 2016, USACM introduced the Certified Cider Professional program, the first ever cider accreditation program designed for distributors, servers and others who are interested in becoming bonafide experts on all things cider. USACM hosted a class at CiderCon 2018 covering the content of the CCP program, which has already been completed by more than 300 people. USACM will be releasing version two of their level 1 CCP exam on February 15, 2018.
- Special emphasis was given at CiderCon 2018 to USACM's [Cider Style Guidelines](#), introduced in October 2017 as a non-competition based style guide for ciders.

- Paul Vander Heide of Vander Mill in Michigan was newly elected as President of USACM's board of directors. Trevor Baker (Noble Cider, NC) returns to the board's executive committee as Vice President. Ben Calvi (Vermont Cider Co., VT) and Eric Foster (Stem Cider, CO) join the committee as treasurer and secretary respectively. Bruce Nissen (Jester & Judge, WA) and Eleanor Leger (Eden Specialty Cider, VT) finished their terms on the board and have retired from the board of directors. USACM thanks them both for their significant contributions. [Read more about the 2018 board of directors in this press release.](#)
- New board members were elected by the membership. USACM welcomes Sam Fitz of ANXO (DC) and Brooke Glover of Swilled Dog Hard Cider (WV) to the board.

CiderCon 2019 will be in Chicago, Illinois – February 4 - 8th.

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CiderCon was created to offer the commercial cider industry an outlet to meet, share ideas, collaborate and effect positive changes in cider making and cider fruit production best practices, the cider market and cider regulations. CiderCon is organized by the United States Association of Cider Makers. USACM's mission is to grow a diverse and successful U.S. cider industry by providing valuable information, resources and services to our members and by advocating on their behalf.