



THE WORLD'S PREMIER CIDER INDUSTRY
CONFERENCE & TRADE SHOW

CIDERCON

FEBRUARY 4-8, 2019

THE HILTON

720 S Michigan Avenue, Chicago, IL 60605

ciderassociation.org/CiderCon2019

CiderCon 2019 Session Descriptions

TUESDAY, FEBRUARY 5

Chicago Food & Cider Tours

8 a.m. – 4 p.m. | Meet at the Hilton

Optional ticketed event - \$60

This tour will demonstrate the four pairing techniques, one highlighted at each of its four stops: cut, contrast, complete and complement. Tour stops include The Northman, Eris Cidery & Brewery, Right Bee Cider and The Farmhouse. Space is limited for this 21+ tour. Note, People with dietary restrictions will have fewer options. *8: a.m. - 4 p.m. - dependent on weather and traffic!*

The Elements of Cider and Cider: Sweet, Tart, and Tannic

1-4:30 p.m. | Room TBD

Charles McGonegal and Ambrosia Borowski

Optional ticketed session - \$60

Charles McGonegal and Ambrosia Borowski will present back-to-back sessions of their acclaimed cider sensory workshops, “The Elements of Cider” and “Cider: Sweet, Tart, and Tannic.”

“The Elements of Cider” is a presentation of the basic taste and aroma molecules found in cider. It follows a reductionist approach, presenting samples on a common base, spiked with one molecule at a time in 10 flights of two-three samples and a common reference. There’s no confusing one element for another in this seminar. With moderated discussion of perceptions, associations and origins, the pace slows down this year and will include some of the “cocktails” used in the past. Plus, new grouping ideas to try.

“Cider: Sweet, Tart, and Tannic” is an exercise where you will learn about the influence and mutual interaction of the basic cider taste elements — sweet, tart and tannic. At the same time we collect data by polling you during the flights in order to start quantifying those interactions. Not a perfect scientific study, since we want to you learn from it and have some fun, too. We will also share the results of the data collected during the GLINTCAP session.

Continued...

WEDNESDAY, FEBRUARY 6

An In-Depth Look at TTB Regulations

8 a.m. – 12 p.m. | Continental Ballroom C

Cider regulations, man. Am I right? Learn about labeling rules, taxes and more at this in depth workshop! A compliance expert will fill in for the TTB if the government shutdown is not resolved.

Certified Cider Professional Level 2 Pilot Exam

9 a.m. – 12 pm. | International Ballroom North

Optional Ticketed Event, \$120 for Members, \$200 for non-Members

Certified Cider Professional Level 2 Pilot Exam

Cider Institute of North America (CINA) Workshop

9 a.m. – 1 p.m. | Continental Ballroom A

Brigid O'Keane, Bri Ewing, Chris Gerling, Steven Trussler and Ryan Burk

Join CINA board, staff and academic partners for a preview of the new courses offered in 2019. Building upon the Cider & Perry Production - Foundation class, this workshop will introduce students to new training modules for the Advanced Certificate in Cider & Perry Production. Lunch is included.

- Introduction to CINA Trainings and Certifications (Brigid O'Keane, CINA)
- Science and Practice of Cider & Perry Production (Chris Gerling, Cornell University)
- GMP, Safety and Sanitation in Cider & Perry Production (Chris Gerling)
- Essential Laboratory Testing of Cider & Perry (Steven Trussler, Brock University)
- Cidery Operations and Specialized Modules (Ryan Burk, Angry Orchard)
- Essential Sensory Analysis of Cider & Perry with Tasting (Bri Ewing, Washington State University)

Pomme Boots Society Meeting

12-2:30 p.m. | Buckingham Room

Canadian Cidermakers Meet & Greet

2-3 p.m. | Continental Ballroom C

Cider Share Welcome Reception

4-6:30 p.m. | International Ballroom South

The annual Cider Share starts at 3 p.m. for sponsors and media only. Attendees should plan on arriving at 4 p.m. to sample cider with 60-plus cidermakers from around the world. The Cider Share is open to all attendees in the Harbor Foyer area of the fourth floor in the International Ballroom South. CiderCon badges are required.

THURSDAY, FEBRUARY 7

Opening General Session

9-10 a.m.

This year marked a return to cider growth — yet another reason to celebrate the industry's resilience and innovativeness. Danny Brager from Nielsen will provide a retrospective view of the year, both off-and on-premise, along with how cider stacks up against the broader beverage industry and a look into the crystal ball to the future.

Beginner Cidermakers Q&A

10:15-11:15 a.m. | Continental Ballroom A

Eleanor Leger, Brent Miles, Marcus Robert and Tim Godfrey

This diverse panel of experienced cidermakers will be on-hand to answer any and all questions regarding commercial cider production. This is an opportunity to learn from the pros! Whether you are a new cidemaker or an aspiring one, join us for this chance to ask all.

Overcoming Legal Hurdles for Direct-to-Consumer Sales

10:15-11:15 a.m. | Continental Ballroom B

Mary Beth Williams

Direct-to-consumer sales for cider: cider clubs have turned into an important part of cideries' sales plans. They provide cash flow in months that might otherwise be sparse. However, the rules and regulations surrounding direct-to-consumer sales can be cumbersome, so let's sort that out. You'll leave with helpful takeaways, along with a working knowledge of the things to watch out for in making the strategic decisions on where and how to ship your wine.

What do Retailers Want, Exactly?

10:15-11:15 a.m. Continental Ballroom C

Moderator: Mattie Beason

Speakers: Carly Katz - Bottles and Cans, Jeff Collins - Binny's, Megan Schneider- Bitter Pops

Shelf space for cider is competitive and retailers are subject to consumer demands. This panel will ask three cider retailers, how can a cider maker get their product on your shelf and what can a cider maker do to perform well?

Cultivating Wild Apples

10:15-11:15 a.m. | Williford Rooms A-B

Moderator: Ellen Cavalli

Speakers: Kim Hamblin, Matt Kaminsky, Steve Selin and Tierney Schipper

In the quest to create ciders with a true sense of place as well as to expand the pomological repertoire, American cidemakers are increasingly turning to wild and seedling apples. In this panel, we will discuss the philosophical, as well as pragmatic issues, related to selecting, cultivating and fermenting wild and seedling apples in regions around the country. Topics include: Why wild and seedling apples? How do you gain permission to access and harvest? How do you determine whether wild apples will be good for cider? What is the experience of taking wild apples out of their natural habitat, then grafting and growing in a controlled environment? We will also explore seedling planting strategies, especially for locations that do not have large existing wild apple populations. Panelists include Kim Hamblin (Art & Science Cider & Wine, Oregon), Steve Selin (South Hill Cider, New York), Tierney Schipper (Stoic Cider, Arizona) and Matt Kaminsky (Gnarly Pippin/Carr's Ciderhouse, Massachusetts). Moderated by Ellen Cavalli (Tilted Shed Ciderworks, California; editor/publisher of *Malus*).

Perception of Dryness and Sweetness in Ciders

10:15-11:15 a.m. | Williford Room C

Jenn Smith, Matt Moser Miller and Ian Merwin

This session is a structured sensory analysis of 10 commercial New York apple ciders. Participants will taste anonymous ciders of predetermined sugar/acid/tannin contents, rating each on a 0-to-4 graphic scale from dry to sweet, based on its perceived dryness/sweetness. The workshop data will be discussed, compiled and analyzed to test the usefulness of quantitative systems like the one proposed by the New York Cider Association, intending to inform retail cider consumers about their likely perceptions and preferences in choosing ciders. Participation will be limited to 75 people.

Heritage Cider Distributor Panel

10:15-11:15 a.m. | Buckingham Room

Lauren Shepard and Michael Minton

It's a tough market out there, and as a small heritage cidemaker you have it even harder. Making orchard-based cider with care means you have little time to go out and actually sell it, so you're looking for a distributor. You need one who can take the time to learn what makes your cider different and is as passionate about that difference as you are. Or maybe you have a distributor and you are curious to see how they measure up? This discussion of small distributors who sell heritage cider will feature panelists who focus on quality over quantity, education over marketing dollars, and use flexible margins to sell high-end products. They will come from diverse markets and backgrounds and will share their experiences working with heritage cider producers and ciders.

Continued....

Lunch with a Presentation on the History of Alcohol Law

12-1:15 p.m. | International Ballroom

Marc E. Sorin

In this lunchtime talk, attorney and frequent CiderCon contributor Marc Sorini will discuss the historic development of the current legal structure regulating alcohol beverage businesses. Topics will include the origins of “tied house” laws and the evolution of the three-tier system, the often-confusing status of cider under federal law and cider’s treatment under alcohol excise tax laws.

Carbonation 101

1:30-2:30 p.m. | Continental Room A

Darren Michaels

This session will cover basic and intermediate techniques of forced carbonation, common concerns and options to consider for small-to medium-sized cideries and beverage companies. Open discussion and questions welcomed.

Trends, Technologies & Tactics for Navigating the Digital World

1:30-2:30 pm | Continental Room B

Moderator: Caitlin Braam

Speakers: Alison Tuthill, Christi McNeil and Luke Schmuecker

Instagram? Facebook? Snapchat? Yelp? As a growing business in a world dominated by digital, it’s hard to know where to spend your time. Hear from a panel of social media savvy experts from various backgrounds to learn where to spend your time, how to keep up with the conversation and everything in between. This session will focus on real-world tactics and shortcuts to help save time while keeping your online presence authentic and manageable — with plenty of time at the end for questions.

Current Format Challenges & Opportunities for Heritage Cider

1:30-2:30 p.m. | Continental Room C

Eleanor Leger, Soham Bhatt, Nancy Bishop and Olivia Maki

Cans are all the rage, but a consumer is less willing to pay high prices for a can. So what is a heritage cider producer to do? This panel explores the choices facing the heritage segment right now with a diverse range of viewpoints participating.

What does ‘natural cider’ even mean?

1:30-2:30 p.m. | Williford Rooms A-B

Moderator: Emily Ritchie

Speakers: Kristen Needham, Leif Sundström and Dan Rinke

One of the hottest topics in wine these days, we discuss what natural cider means and why anyone other than Brooklyn hipsters should care. Bonus: how to talk about low-intervention farming and cidermaking with the end consumer.

Modern Cider Trends

1:30-2:30 pm. | Williford Room C

Moderator: Danny Brager

Speakers: Kyle Sherrer, Roman Roth and Devon Bergman

Non-ticketed tasting, first come, first served. Modern cider is a huge percentage of the U.S. cider market and is impacted by broader influences such as consumer trends, as well as product innovation emanating from craft beer, wine and/or spirits. Danny Brager from Nielsen will moderate this panel, reflecting on some of these broader trends. Panelists from cideries taking advantage of crossover trends — such as sour cider, rosé and gose — will talk about how they reflect some of these trends in their product decisions. Social standards will discuss social media key words and phrases associated with cider, and how cideries can use that information to predict trends.

Continued....

International Networking Salon: Bringing the World of Cider Together

1:30-2:30 p.m. | Buckingham Room

Moderator: Bob Price

Speakers: Fennella Tyler and Milica Jevtic

Each year, we see new markets opening up around the world. We see huge changes in which global markets are growing fastest, with many exciting new ciders inspiring cider consumers everywhere. This salon will begin with a brief look at what is happening around the world and why the European Cider Association (AICV) is looking to bring cidermakers from across the globe together. There will then be an opportunity for a relaxed discussion in the world of cider. This session will appeal to anyone who is looking for a broader understanding of cider markets around the world. Speakers include Fen Tyler (AICV vice president and NACM CEO), Bob Price (director and policy advisor of AICV and NACM) and Milica Jevtic (AICV secretary general).

Quality Control for Large Cideries

3-4:30 p.m. | Continental Room A

Ben Calvi and Ashley Peluso

Is your company growing, but your QC program still less than ideal? Looking for some tips on how to improve your quality control/quality assurance programs? Or maybe you are just beginning to build a quality system and unsure of where to start? For over 28 years, Vermont Cider Co. has continually strived to improve our quality programs, and in 2018, we received our SQF-level 2 certification. Consistency is key for producers making large and multiple batches of cider that need to live up to expectations for flavor, consistency, distribution and shelf stability. This presentation will focus on testing methods, instrumentation and record keeping essentials for bottled, canned and kegged cider. We will discuss both analytical and organoleptic testing and how we interpret these results to ensure that you producing cider to the highest quality standards for every batch.

Package Like A Pro

3-4:30 p.m. | Continental Room B

Mark Kornei

An advanced talk on packaging practices for putting cider into cans. Starting with the types of cans, empty can handling and some labeling discussions and then into filling, seaming and preservation. The session finishes with full can handling, secondary packaging and shipping.

Sales Teams: Strategies for Success

3-4:30 p.m. | Continental Room C

Moderator: Simon House

Speakers: Ed McGrath and Jeff Parrish – Portland Cider Company, Cheray MacFarland – Citizen Cider Company, Troy Lewise – Vandermill Cider

Regional cideries have seen massive growth in the last couple years, and some of them are really standing out in the marketplace. What's their secret? Good sales teams are certainly part of it. What's the key to building effective sales teams? Simon House from ACE Cider will moderate this panel of sales team supervisors and representatives to answer this question. Topics covered will include team dynamics, leadership, training, logistics, sales tools, representative autonomy, account communication, HR and more. This panel is best geared toward regional cideries looking to expand their sales teams.

Spanish Style Cidermaking in America

3-4:30 p.m. | Williford Room C

Moderator: Darlene Hayes

Speakers: Eduardo Coto, Ellen Cavalli, Ryan Burk and Sam Fitz

Spanish *sidras natural* have become an inspiration to many American cidermakers and a number of companies are now making and selling ciders with “*sidra*” as part of the brand name. Without access to Spanish cider-specific apple varieties or native Spanish yeasts, what exactly is “*sidra*” in an American context? This panel and tasting will explore the intersection between taking inspiration from a traditional cider style and the potential for cultural appropriation. The panelists include Ryan Burk (Angry Orchard, Walden, NY), Sam Fitz (Anxo, Washington, DC), Ellen Cavalli (Tilted Shed Ciderworks, Windsor, CA), and Asturian cider expert Eduardo Coto (Gijon, Asturias, Spain).

Using Oak, What do you Want to Know?

3-4:30 p.m | Williford A- B

Ryan Monkman

This is a ticketed session. It's like a Choose-Your-Own Adventure book... but with booze. A dozen mini-talks on oak. The crowd decides what to cover and what to scrap. We'll open with an introduction on barrels then throw it to the horde. A shouting vote at the end of each mini-talk will determine what we explore next. We'll finish when the clock stops, leaving time for Q&A.

FRIDAY, FEBRUARY 8

USACM Membership Vote

9:00-10:00 a.m.

Moderator: Michelle McGrath

Vote on pending bylaw changes and cast your ballot for new board members! Voting is for cidery level members only.

Preventing and Treating Reductive Characters in Cider

10:15-11:15 a.m. | Continental Room A

Moderator: Matt Wilson

Speakers: Blair Baugher, Brittney Perlo, Bryan Holmes and Christine Walter

One of the most common reason of H₂S production in cider is the lack of assimilable nitrogen for the yeast during fermentation. Yeast nutrition controls the overall health of the yeast and impacts aroma production and final cider quality. Without the proper nutrition introduced at the correct stages, yeast become stressed, produce off-flavors and fail to finish fermentation.

Power Mapping

10:15-11:15 a.m. | Continental Room B

USACM wants to work with its members to find out what relationships you have with lawmakers and regulators. Stop in and share your connections for the benefit of the industry!

Diversifying the Workplace: Striking a Balance in the Cider World

Embracing & Encouraging Diversity in the Cider World

10:15-11:15 a.m. | Continental Room C

Moderator: Simon Tam

Speakers: Krista Scruggs, Rachel Fitz and Dan Pucci

Sponsored by the Pomme Boots Society, join us for an exciting panel designed to open the door for an honest and judgment-free conversation about encouraging and embracing diversity in the workplace. The panel will address the realities and challenges of authentically reaching populations that are underrepresented among cider drinkers and cidery employees. Hear real life examples and experiences, engage in open conversation and learn more about what diversity can do for the cider world.

Cider Apple Diversity and Genetics

10:15-11:15 a.m. | Williford Rooms A-B

Gregory Peck, Gayle Volk and Chris Gottschalk

Cider apples are defined by their high tannin, acid and/or sugar content. However, cider apples emerged from the same evolutionary forces and domestication events as culinary apples. So, what makes cider apples genetically unique? Come learn from leading scientists about the origin and diversity of cider apples, the chemical characteristics of hundreds of cider apple genotypes that are available in the USDA's apple collection and the origin and development of red-juiced apples that can be used to produce rosé ciders. By the end of this session, you will be able to explain the genetic story of cider apples. This information will help you make tree-planting and apple-purchasing decisions, speak to the media and customers about cider apples with confidence and gain an appreciation for the vast number of cider apple genotypes available in the U.S. Presenters include Gregory Peck (Ph.D., Cornell University, Ithaca, New York), Gayle Volk (Ph.D., USDA-ARS, Fort Collins, Colorado) and Chris Gottschalk (Ph.D. candidate, Michigan State University, East Lansing, Michigan).

How to Stay Small

10:15 -11:15 a.m. | Williford Room C

Moderator: Darlene Hayes

Speakers: Philippe Bishop, Eleanor Leger, Seth Jones and Darek Trowbridge

This is a ticketed session. Beverage businesses come in many shapes and sizes, from megacorp to boutique. Big isn't necessarily better nor need it be every cider company's goal. Still in a world that can equate success with constant growth, the possibility of staying small is often left unexplored. The panel will explore the strategies they're using to create and sustain successful businesses of modest size and the factors that informed their decision to stay small. Panelists include Philippe Bishop (Alpenfire Cider, Port Townsend, Washington), Eleanor Leger (Eden Ciders, Newport, Vermont), Seth Jones (East Hollow Cider, Petersburg, New York) and Derek Trowbridge (Old World Winery, Santa Rosa, California).

The KISS Method: Keep it Simple, Stupid, with Marketing and Media

1:30-2:30 p.m. | Continental Room A

Caitlin Braam and Erin James

Sometimes the simplest marketing tactics are the most effective. Whether you're just starting out or are looking to enhance an existing brand, hear about tried-and-true tips for establishing brand consistency, reaching your community and target audience, working with sales and gaining recognition for your brand through media outreach. In addition, we'll go over how to successfully pitch media — traditional and beyond — and how to make your story stand out. This session will take a closer look at the tools needed to construct a successful brand and keep it top of mind for consumers, wholesalers and retailers.

The Yeast Whisperer

1:30-2:30 p.m. | Continental Room C

Shea Comfort

A perennial favorite, learn how to prevent stressed out yeast and more!

Making a Bang without Bubbles: Still Cider

1:30-2:30 p.m. | Williford Rooms A-B

Moderators: Dan Pucci and Jordan Werner Barry

Speakers: Stephen Wood, Krista Scruggs, Nancy Bishop and Leif Sundstrom

This is a ticketed session. In North America, "cider" is synonymous with "sparkling," but a growing number of producers are including still ciders in their offerings. This panel and tasting will discuss the decisions that go into making a still cider, from orchard to cellar to consumer. Why are still ciders important and how can they be used to highlight element of the cider and engage current and future drinkers? We will be talking with producers of various sizes, business models and markets to understand why and how they make still cider and how they bring it to their customers. This panel will touch on fermentation and production methodology in addition to marketing and sales.

Let's Get Technical: Quebecois Ice Cider

1:30-2:30 p.m. | Williford Room C

Moderator: Darlene Hayes

Speakers: Alan Demoy and Michel Jodoin

This is a ticketed session. Nectar of the gods? No, it's ice cider. This special panel features two esteemed Québécois ice cider producers — Michel Jodoin (Ciderie Michel Jodoin, Rougemont, Québec) and Alan Demoy (Du Minot Ciderie, Hemmingford, Québec). The panel will be translated live. Topics covered will include ice cider production, Canadian traditions and regulations regarding ice cider, climate change, ice cider evaluation and more.

Tales of Caution: Distributor Relationships

1:30-2:30 p.m. | Continental Room B

Mary Beth Williams

In the distribution of cider products, the beverage poses unique distribution issues, as it's treated as its own commodity in some states, but wine in others, and beer in yet another group. Come talk about the ins and outs of cider distribution across the country — including licensing, taxes, franchise and reporting — to give you all the tools you need to decide how and where to expand your distribution.

Product Launch Case Study: Rosé Cider

3-4:30 p.m. | Continental Room A

Matthew Withington and Ryan Burk

Getting your innovation off the ground is no small task. This session will share best practices from the launch of Angry Orchard rosé cider, which was one of the biggest innovations within the total beer category in 2018.

Building a Cider Lexicon

3-4:30 p.m | Continental Room C

Speaker: Jenn Smith, Jordan Werner Barry, Michelle McGrath

The cider industry currently suffers from lack of unified language. Getting the industry on the same page is no easy task. This panel will talk to a few of the key players working to develop a shared lexicon as a means to grow consumer awareness of cider. Featured: Michelle McGrath, executive director of USACM; Jordan Werner, cider lexicon researcher and Heritage Radio podcast producer; and Jenn Smith, executive director of New York Cider Association.

Perfect Pairings: Culinary Trends for Modern Cider

3-4:30 p.m | Williford Rooms A-B

Chandra Ram

Learn, taste and explore with *Plate* magazine editor Chandra Ram. Learn about the latest trends in the culinary world and how to pair them with a variety of modern cider styles. Taste through a selection of the country's popular modern ciders paired with bites nearly anyone can execute.

Horizontal Taste Workshop

3-4:30 p.m | Williford Room C

Moderator: Lauren Shepard

Speakers: Tom Oliver, Louisa Spencer and Ambrosia Borowski

This is a ticketed session. At the Horizontal Taste Workshop at CiderCon 2018, we began our exploration of the similarities and differences that arose when tasting cider beside wine and beer, through a guided tasting of four cider "pairings." Our aim was to taste cider next to its more famous brethren, in order to explore how we might really convince drinkers that there is more to cider than apple flavors, and create a tasting format that could be used to attract new cider drinkers and further educate existing ones. This year, the workshop will be similarly structured, but with a new goal: not how to *taste* similarities and differences, but how to *speak* to those similarities and differences in a way that might resonate with beer and wine drinkers. We will do so by tasting several different ciders, each one paired with a beer or wine with which it shares flavor components. Additionally, we will be joined by a diverse panel of industry professionals who will each share their insights into the tastings, to more fully mine the language possibilities that might arise from a visceral, tangible comparison of cider and other beverages. So the next time you struggle to explain your cider to a beer or wine buyer or drinker, you will be armed with a more specific and articulate answer (that they'll relate to) as to why they should choose cider instead.

Compliance for Ground Harvested Apples

3 - 4:30 p.m. | Continental Room B

Bri Ewing | Washington State University

This work reviews the status of cider apples under the Produce Safety Rule, presents the human pathogens of concern with usage of ground-harvested fruit, and describes recommendations, including processing steps, for cider apple growers and cider producers so they can ensure that their product is safe and that they are complying with the rule.

Grand Tasting: Canada and Final Toast

5 – 6:00 p.m.

Moderator: Gabe Cook

Speakers: Alan Demoy, Kristen Needham, Ryan Monkman and Michel Jodoin

Join us for this final tasting session of CiderCon 2019! Taste some Canadian ciders and hear from Canadian cider makers on what makes their product and cider market unique. Follow up this grand tasting with a toast from USACM and an impromptu bottle share.