

# JANUARY 28 - JANUARY 31, 2020 DRAFT SCHEDULE

Tuesday: Tours and Elements of Style Workshop

Wednesday: Optional Workshops, Pomme Boots Society Meeting,

Certified Pommelier<sup>TM</sup> Exam, Welcome Reception/Cider Share

Thursday: Keynote Speaker, Tradeshow (9:45-6:00), Seminars and

Bookstore

Friday: Tradeshow (9:00-2:00), Seminars, Bookstore,

Grand Tasting and Final Toast

## **TUESDAY, JAN 28, 2019** 8:00 AM :15 :30 :45 9:00 AM :15 :30 10:00 AM :15 :30 :45 11:00 AM :15 :30 :45 12:00 PM **TOURS** :15 :30 1:00 PM :30 :45 2:00 PM Charles McGonegal's :15 :30 Elements of Cider :45 3:00 PM A ticketed training :30 4:00 PM :15 :30 5:00 PM

GIDERCON® 2020



# KEY

**SALES & DISTRIBUTION** 

**MARKETING** 

**PRODUCTION** 

**BUSINESS** 

SENSORY TRENDS

**VALUES & WELL-BEING** 

APPLES/ORCHARDING

SUBJECT
TO CHANGE!



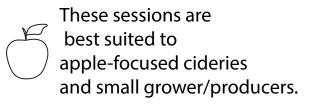
These sessions are best suited to apple-focused cideries and small grower/producers.



These sessions require advanced ticket purchase & involve tasting cider.

## **WEDNESDAY, JAN 29, 2020** 8:00 AM :30 **Growing Apples for** 9:00 AM An Indepth Look at Cider in the Western **TTB Regulations** :30 **US - An Orcharding** :45 (With the TTB) 10:00 AM Seminar **Certified Pommelier** :30 Exam :45 11:00 AM -A ticketed event :30 T :45 12:00 PM :15 :30 :45 1:00 PM :30 **Pomme Boots** :45 2:00 PM **Society Meeting** :15 :30 3:00 PM Preview Hour at Cider :30 Share 4:00 PM :15 :30 5:00 PM **WELCOME RECEPTION & CIDER SHARE** :15 :45 6:00 PM :15

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## THURSDAY, JAN 30, 2020 9:00 AM Opening Session with Keynote Speaker Jill Giacomini Basch, Co-Owner and CMO of Pointe Reyes Farmstead Cheese Company (there will be cider AND cheese!) :30 10:00 AM What Retailers Really Want: **Using Education Programs** To-Do's For Social Media Being Small The Nielsen Report: Cider Microbial Control at Cider Packaging to Drive Sales Greatness **Bay Area Edition** :30 Mod: Mattie Beason, Stem Panel: Mod: Chris Shields, Cidergeist Mod: Darlene Hayes Molly Ledbetter & Talia Haykin Danny Brager, Nielsen Rebekka deKramer, Scott Labs **Local Retailers** 11:00 AM Visit the Trade Show 9:45AM-6:00PM :30 LUNCH :30 1:00 PM Being Friendly Isn't Enough: Nitty Gritty: Distributors Get Sales Academy: techniques To Age or Not to Age? That is the The Beginner's Guide to Cider Analysis: :30 Carbon Farming Strategies and Tactics for How to Build a Cidery Lab on a Budget for cideries of all sizes Question. **Technical** Building Diversity in the Steve Trussler, Brock University + Cider Industry 2:00 PM Eric McCrory, Angry Orchard Mod: Lauren Shepard, Shelton Bro Mod: Eleanor Leger, Eden Specialty Ciders Kristen Needham, Sea Cider Mod: Dan Rinke, Art & Science Dr. J Jackson-Beckham :30 Side by Side: Beer, Wine, Cider Adjacent: Emerging Building Your Brand Through the Current Regulatory Status of Marijuana Independent Irish Makers: Their Cider 3:00 PM Safety in the Cidery Spirits & Cider and CBD Beverages Tasting Room and Their Stories **Beverage Alcohol Trends** :15 John Behrens & Ben Stoub Marc Sorini & Alva Mather, McDermott Mod: Gabe Cook Cideries: Stonewell, Moderator: Lauren Shepard, :30 Nielsen & Social Standards Cider, Krista Scruggs of CO Cellars/ZAFA Wines, Jamie Carrao of Angry Orchard Walden Legacy and the Cider Mill. Farmhouse Cider Will & Emery LLP Shelton Bros. Panelists: Ambrosia Borowski, Louisa 4:00 PM Spencer Pommology Research Updates :30 Meetups! Sponsored By 5:00 PM **FruitSmart** VISIT THE TRADE SHOW :30 6:00 PM These sessions require

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### FRIDAY, JAN 31, 2020 9:00 AM :15 :30 The Yeast VISIT THE TRADE SHOW: 9AM - 2PM :45 Whisperer Sponsored by FruitSmart 10:00 AM :15 Use and Abuse of Rock Your Rebrand A Global Perspective High Functioning: Alcohol and the Principles of Primary Food :30 Brass Tax: A low-brow, and Cider Taste Interactions on the Cider Market Beverage Industry SO<sub>2</sub> ganized approach to record :45 Darlene Hayes, All Into keeping for excise taxes Chris Gerling, Cornell David Rule, Austin 11:00 AM Cider **IWSR** Sponsored by Pomme Boots **East-Ciders** University leanor Leger, Cidernomics :15 :30 :45 LUNCH 12:00 PM :15 :30 :45 1:00 PM Beginner's Pruning :15 VISIT THE TRADE SHOW; 9AM - 2PM Workshop A :30 :45 2:00 PM The Nuts and Bolts of **Building A Sensory Program** :15 Cidermaking in The Orchard: Elevating Clicks & Cliques: Tactics for Pét-Nat Cider: From the Ground Up **Pitching Accounts** Values in :30 Direct-to-Consumer Channels Apple Character Before Press **Technique & Taste** Beginner level session Business :45 Adam Cary, 2 Towns & Emily Ritchie, NWCA Nat West, Reverend Nat's Moderated by Valerie Scott, Duluth Cider Lindsay Barr, DraughtLab 3:00 PM :15 :30 annin Content of Hard Cider Sticky Business: Distribution Label Compliance Sense of Place & Apples Is That My Fault? - How tannins protect and Issues in the Cider Industry Over & Under 7% 4:00 PM prove sensory component **Terroir Spotlight** Janene Grace, Grace in cider. Bethany Hatefi, McDermott Bri Ewing Valliere, :15 Mod: Dann Pucci Will & Emery LLP Washington State University **Regulatory Consultants** Matt Wilson/Enartis :30 5:00 PM :30 GRAND TASTING: Irish Cider, Bottle Share & Final Toast :45 6:00 PM







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