



LOCATION **OAKLAND, CA** DATE **JAN 28-31, 2020**

MARRIOTT OAKLAND CITY CENTER



DEAR

AMERICAN CIDER ASSOCIATION MEMBERS,

It is my pleasure to welcome you to the 10th annual CiderCon®! This event is, without a doubt, the premiere professional conference for the cider community. We've come a long way since our humble start in Oregon in 2011, and CiderCon® remains at its core an event for our industry and by our industry. Thank you for being here and joining our celebration of 10 years of gathering, sharing and growing.

Some CiderCon® traditions have been with us from the start, while others have evolved along with our growing industry. For the last several years we have hosted international guests from the world's cider making regions. Whether they are shouting izotx, wassail or sanés, our cider friends are welcome at CiderCon®.

This year's featured cider making nation is Ireland. We've invited members of Cider Ireland to share their creations and their stories. Whether you registered for their seminar or not, look forward to tasting their cider at the grand toast on Friday evening.

Of course, there is much to do between now and the grand toast! Our trade show is bigger than it's ever been. Enjoy on-floor cider samples and more vendors to discover than ever before. Be sure to swing by our bookstore and pick up your complimentary CiderCon® t-shirt.

This year, we're proud to partner with our friends at the Cider Institute of North America for an expanded cider making track. From safety in the cidery to aging cider, these workshops will address your technical questions and more.

Last year we learned that you wanted more tips for selling cider, and we heard you. We've created a focus on cider sales at CiderCon® 2020, based on our increasingly competitive market. Our member-based committees worked hard to create sessions that will help you sell more cider, from building a narrative with apples to mastering the sales call.

Whether it's the foothills of San Diego County, the ocean spray of Humboldt or in between, California has excellent microclimates for growing apples and producing cider. The San Francisco Bay Area is no exception. Bay Area Cider Week is a chance to explore California's producers and more. And don't miss the four cider bars in the Bay Area — two are in Oakland! Head to bayareaciderweek.com to learn more about all the fun.

Make sure you download the conference app for event listings and networking with attendees. You can find the instructions on page 23.

Thank you for joining us for our 10th annual CiderCon®. Be safe and let me, the staff or the board of directors know if we can do anything to help you have a fruitful conference.

Cheers!

Michelle McGath
Executive Director

WE'VE COME A LONG WAY SINCE OUR HUMBLE START IN OREGON IN 2011, AND CIDERCON® REMAINS AT ITS CORE AN EVENT FOR OUR INDUSTRY AND BY OUR INDUSTRY.



AMERICAN CIDER ASSOCIATION 2019 BY THE NUMBERS

937

527 people newly earned the title of Certified Cider Professional, growing awareness of cider as a category in the food and beverage industry

8.5%

Our voting level membership grew 8.5% last year, increasing our political power as an industry

1

One new working group was created to strategize how we encourage diversity in the cider industry

1,100

1,100 people attended CiderCon 2019 in Chicago adding value to your membership through networking, education and access

21

21 meetings with Congress took place to build political power for the cider industry, including touring Hepwater Cider of Massachusetts with Congressman Richard Neal

5

Five new cider families were created, and we launched the development of a robust cider descriptor tool as the next phase of our cider lexicon project

3

Three comment letters were sent to the TTB and we coordinated dozens of letters from our members, in support of fair commonsense regulations for cider

67

67 producers participated in our harvest-driven outreach project, sharing their needs and concerns as orchard-based cider makers to inform our programming

4

Four detailed market reports were made free for all our members and 1 free webinar shared current information on wine trends

150

More than 150 volunteers donated time to CiderCon and the association to help us achieve our goals

1

One new director seat was created by the board to increase representation for small producer/growers



A MESSAGE FROM THE PRESIDENT

Welcome to CiderCon® 2020!

It's CiderCon®'s 10th year! On top of this exciting hallmark, we have a lot to celebrate. The cider industry has grown to almost 10 times its size at the beginning of the decade. There are now at least 1,000 cideries in the United States, with more opening every year. Regional cider sales continue to experience double-digit growth. There are now well over 1,000 Certified Cider Professionals working to share the history, complexity and pleasure of cider. Young consumers today are cider natives.

That said, cider makers will experience challenges in the year ahead. We face headwinds from growth in adjacent categories. While challenging times can push us to think we are competing with our fellow cider makers, working together will be more important than ever in 2020.

The conversations we have here at CiderCon® will set a foundation of cooperation for the year ahead. As board president, I have sought to create opportunity for cider leaders to shine. Whether it's our board, our executive director or our members, I know good ideas and great work can come from everyone. Our success comes from listening to you, if you have feedback on what the American Cider Association is doing — or not doing — for our membership, please do not hesitate to approach me this week.

We did accomplish much together over the last year and we couldn't have done it without you, our members. Our educational programming is experiencing growing demand. Our marketing committee is expertly leveraging our limited resources to create tools for growing cider's reach. Cider is gaining political relevance. Thanks to the renewal of the Craft Beverage Modernization and Tax Reform Act, cider makers did not experience a tax hike on January 1. This wouldn't have happened without the broad grassroots action of American Cider Association members. This year members — like Casalehill, Buskey's, Lost Boy, Headwater, West County, Angry Orchard, Artifact, Ragged Hill, Tieton, Alpenfire, Vermont Cider Co. and Farnum Hill — worked with the association for shared goals: commonsense policies for cider.

Over the last two years, our voting level membership has grown 31%. As a dues-funded organization, that growth means we can do more, together. From the halls of DC to the shelves of local bottle shops, we have a lot to accomplish in 2020.

You can expect more work to protect your interests at the federal level, more consumer-targeted marketing efforts, more tools for navigating compliance and state regulations, more education for our members, more relationships with the food and beverage industry for the benefit of increasing cider knowledge and beyond. With your support, the American Cider Association will help our industry thrive.

Thank you for being a member, thank you for joining us at CiderCon® and cheers to a strong American cider industry in 2020. Cider is stronger together.

Paul Vander Heide
Board President
American Cider Association

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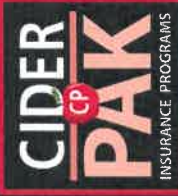
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AMERICAN CIDER ASSOCIATION BOARD

REGIONAL CHAIRS



Eleanor Leger **EASTERN CHAIR**
Eleanor Leger is the Founder of Eden Specialty Ciders of Vermont, a leading producer of ice ciders and harvest-driven ciders. She has served on the Board of the American Cider Association, as a member of the Vermont Working Landscape Enterprise Board, and was a founder of the Vermont Cider Makers Association. In addition to leading the team at Eden, Eleanor writes about the economics of small cider production at Cideronomics. Eleanor rejoined the board for her second term in 2019. East Region: CT, MA, ME, PA, NH, NJ, NY, RI, VT.



Eric Foster **MTH. WEST CHAIR**
SECRETARY
In 2011, Eric and co-founder, Phil, produced the first batch of Stem Cider (now known as Real Dry) in Eric's home cidery. When he's not at Stem, he's enjoying family time, fly fishing, or out skiing the backcountry. Eric lives in Lafayette with his wife, Colleen, and their sons, Quinn and Connor. He joined the board of directors in 2017. Mtn. West Region: AZ, *CA, CO, NM, NV, UT, WY, SD, ND, KS, NE, OK, TX.



Marcus Roberts **NORTHWEST CHAIR**
Marcus joined Teton Cider Works in 2010 as the cider operations manager, orchard manager and cider maker. He is a fourth generation farmer in the Yakima Valley of Southern Washington. He is a former board member of the Northwest Cider Association. He joined the board of directors in 2017. Northwest Region: OR, WA, ID, MT, AK, *HI.



David Thornton **SOUTHERN CHAIR**
David and his wife Ann Marie started an orchard of Southern heirloom apple varieties on their farm in central North Carolina hoping that they might discover the cider of the South. They have two award-winning cider blends: James Creek Cider House for ciders that reflect the characteristics and terror of their heirloom apples, and Stargazer Cider for more modern blends. David joined the board in 2019. Southern Region: AL, AR, FL, GA, LA, MS, NC, SC, TN, VA, WV, MD, DE, DC.



Dan Young **MIDWEST CHAIR**
Together with his wife Nikki, Dan is the owner and cider maker of Tandem Cider in Northern Michigan. The intention at Tandem Ciders is to produce ciders that reflect the beauty of the apple. He joined the board of directors in 2017. Midwest Region: IA, IL, IN, MI, MN, MO, OH, WI, KY.

MEMBERS AT LARGE



Sam Fitz **MEMBER AT LARGE**
Sam oversees the ANXO cider brand as well as two brick-and-mortar establishments in Washington, D.C., including the award-winning restaurant ANXO Cigery & Pintxos Bar. While Fitz and ANXO recognize there is no right way to go about making cider, he and his company hope to be a voice for traditional cider making and the orchardists, producers and restaurateurs that embrace it. He joined the board in 2018.



Brooke Glover **VICE PRESIDENT / MEMBER AT LARGE**
Brooke is one of the owners of Swilled Dog Hard Cider, a family-owned company based out of Franklin, West Virginia. Brooke serves as the Sales and Marketing Director for Swilled Dog and loves cider-making and teaching people about cider. Her passions include dogs, family and friends, making an impact, learning, adventures, and tater tots. She joined the board in 2018.



Paul Vander Heide **PRESIDENT / MEMBER AT LARGE**
Paul Vander Heide and his wife, Amanda started Vander Mill in 2006. Vander Mill operates out of two facilities — a primary production facility and taproom in Grand Rapids, Michigan and a secondary production facility and taproom in Spring Lake, Michigan. Vander Mill distributes cider in Michigan, Illinois, Indiana, Ohio and Wisconsin. Paul established the Michigan Cider Association (MCA) in 2015, and is currently this organization's President. Paul has been a member of the American Cider Association since its inception and was elected President in 2018. He also serves on the board of the Cider Institute of North America.

LARGE CIDER SEATS



Ryan Burk **LARGE CIDER SEAT**
Ryan Burk is the head cider maker at Angry Orchard. A native to Williamson, New York, he now lives near Angry Orchard's Walden, New York facility. Ryan is free to create innovative ciders at this facility. He is on the board of the Cider Institute of North America. He joined the board of directors in 2015.



Ben Calvi **TREASURER / LARGE CIDER SEAT**
Ben Calvi is the Director of Cider Making for Vermont Hard Cider Co. in Middlebury, Vermont. Previously, he made cider at Champlain Orchards in Shoreham, VT, and wines at Esser Vineyards and Quintessa in the Napa Valley, for Burkin-Wolf in Germany, and at the Robert Mondavi Institute in Davis, CA. Ben lives on a tiny apple orchard in nearby Cornwall with his wife, Sophie, and two children, Arthur and Delina. He joined the board of directors in 2016.



Brian Shanks **LARGE CIDER SEAT**
Brian got his start in cider in beautiful New Zealand. In 2010, he co-founded Bold Rock Cider Company in the Blue Ridge Mountains of Virginia. They dedicated their sourcing to local farms, and sold 48,000 cases in their first year. Today, they have distribution in 10 states and multiple tap room facilities. Brian joined the board in 2017.

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*HI and CA make up the new Pacific Coast region that will have its first elected chair in 2020.



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MARCH 10TH, 2020 TACOMA, WASHINGTON

The Northwest Cider Association invites you to our first annual Northwest Cider Symposium. Learn. Ask. Connect. Grow.

WHAT CAN I EXPECT? Education tracks for orchardists, marketers, cidemakers, and executives covering the hottest topics for our region. Industry experts sharing the current trends and issues facing the NW cider industry this year. A tradeshow with the products, services, and partners to grow your business. And lastly but importantly, an affordable registration for professional development for all your staff!

WHO SHOULD COME? Orchardists, marketers, cidemakers, executives. Makers of all types: urban, rural, heritage, and/or modern makers. Anyone involved in the NW cider industry. Entry-level to owners and everyone in between.

HOW DO I FIND OUT MORE? Registration and more info including tradeshow and workshop details are on our website at www.nwcider.com/symposium-2020. Like our @NWCider Facebook and Instagram page to stay up to date.

**TUESDAY
JANUARY 28**



REGISTRATION DESK: 4 – 6 P.M.

TOURS	8:00
	8:30
	9:00
	9:30
	10:00
	10:30
	11:00
	11:30
	12:00
	12:30
Elements of Cider CHANGES IN CIDER AMERICAN CIDERMAKING SKYLINE BALLROOM	1:40
	1:50
	2:00
	2:30
	3:00
	3:30
	4:00
	4:30
	5:00
	5:30
	6:00

COURSE KEY

- Sales & Distribution
- Marketing & Trends
- Cider Making (Sponsored by CMA)
- Legal & Compliance
- Sensory Evaluation
- Apples & Orchard
- Business & Beyond
- Flavor & Ferment

1 This icon denotes a cider-tasting for which a ticket is required.
2 This icon denotes a Tasting / Sensory Component



NORTHEASTERN CIDER CONFERENCE

MARCH 24-26 · ALBANY, NY

The inaugural Northeast Cider Conference is designed to meet the unique needs of the cider community in the Northeastern states. Makers, growers, and other cider professionals operating at all levels of scale will have the opportunity to network, learn from their peers, problem solve, and identify new means for growing market share and building a distinctive Northeastern cider culture.

MARCH 24 Evening cider share and registration
MARCH 25 Full day of session and trade show
MARCH 26 Half day session

PROGRAMMING & REGISTRATION
newyorkciderassociation.com/event-calendar

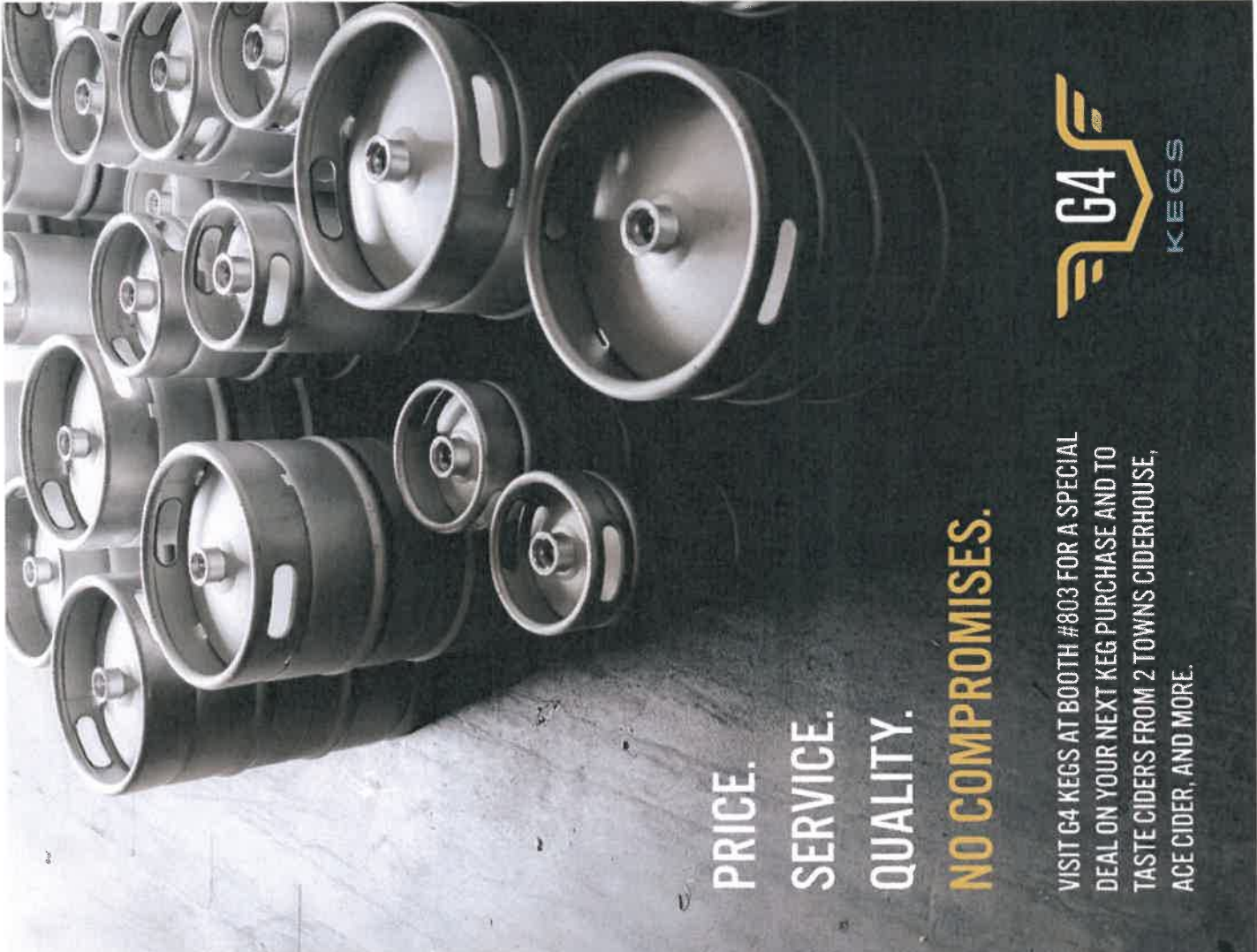
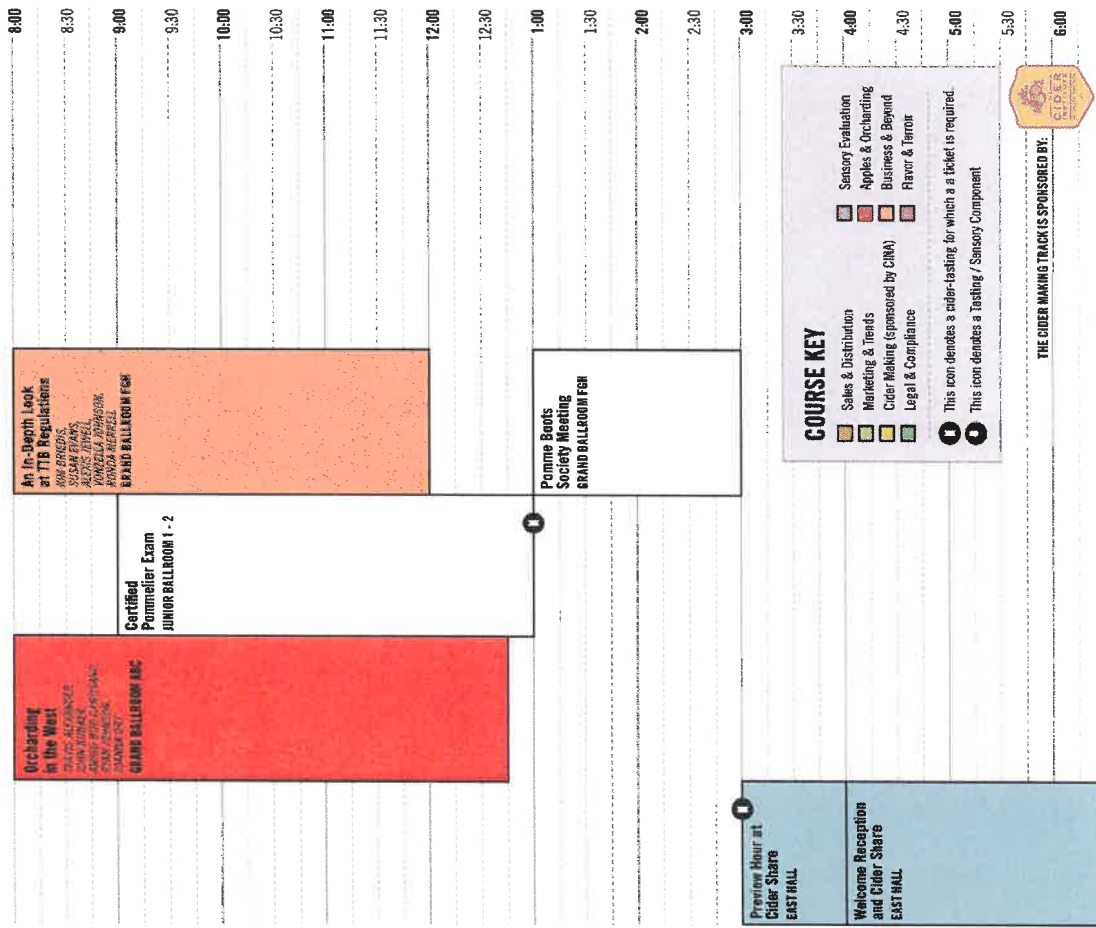
TRADESHOW & SPONSORSHIP INQUIRIES
newyorkciderassociation@gmail.com

Hosted by the New York Cider Association in collaboration with the Glyntwood Center for Regional Food and Farming and supported by Angry Orchard's ongoing contribution to the cider industry in the Northeast and beyond.

CIDERCON

**WEDNESDAY
JANUARY 29**

REGISTRATION DESK: 7 A.M. – 7 P.M.



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THURSDAY
JANUARY 30

REGISTRATION DESK:
TRADE SHOW OPEN:

8 A.M. – 6 P.M.
9:45 A.M. – 6 P.M.



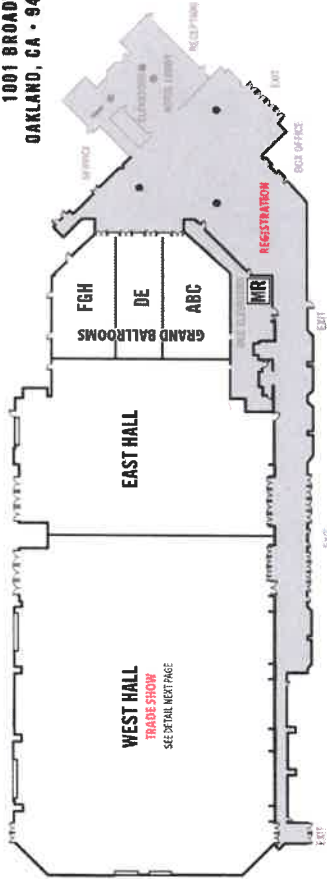
FRIDAY
JANUARY 31

REGISTRATION DESK:
TRADE SHOW OPEN:
VENDOR SESSIONS:

8 A.M. – 2 P.M.
9 A.M. – 2 P.M.
9 A.M. – 10 A.M.

8:00	
8:30	
9:00	Opening Session with Keynote Speaker Jiri Blacomin Basch, Co-Owner and CMD of Primate Reyes Farmstead Cheese Company EAST HALL
9:30	
10:00	Visit the Trade Show: WEST HALL
10:30	Using Education Programs to Drive Sales ANDY KING-SHELDON ROOM 206
11:00	Being Small! ANDY KING-SHELDON JUNIOR BALLROOM 1-2
11:30	Visit the Trade Show: WEST HALL
12:00	
12:30	Lunch EAST HALL
1:00	
1:30	Carbon Farming: Creating a More Resilient Orchard ANDY KING-SHELDON ROOM 206
2:00	Aging Cider ANDY KING-SHELDON JUNIOR BALLROOM 3-4
2:30	Visit the Trade Show: WEST HALL
3:00	Global Cider Trends and Innovations ANDY KING-SHELDON ROOM 206
3:30	Side by Side: Beer, Wine, Spirits and Cider ANDY KING-SHELDON JUNIOR BALLROOM 3-4
4:00	Independent Irish Malters' Tasting Cider and Their Stories ANDY KING-SHELDON JUNIOR BALLROOM 1-2
4:30	Meet or Connecting with Importers ANDY KING-SHELDON VENDOR BOOTH 707
5:00	THE TRADE SHOW IS SPONSORED BY
5:30	Visit the Trade Show: WEST HALL
6:00	

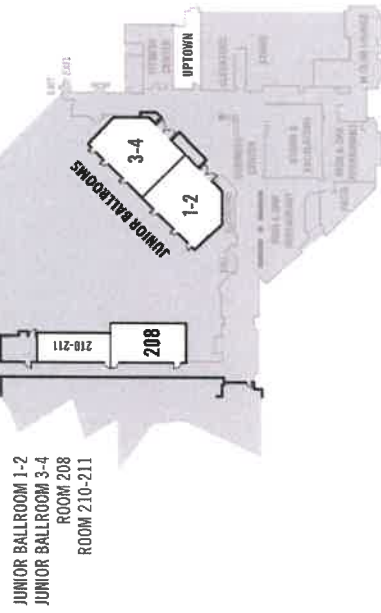
8:00	
8:30	
9:00	Vendor Session: Wood-Aging Cider ANDY KING-SHELDON JUNIOR BALLROOM ABC
9:30	Vendor Session: How to Get Organized & Make More Cider in 2020 CHRISTOPHER HARRIS GRAND BALLROOM DE
10:00	Vendor Session: Having a Well-Established Equipment Supplier FRANK MURPHY GRAND BALLROOM ABC
10:30	Rock Your Behind ANDY KING-SHELDON ROOM 206
11:00	Cider Adjacent: Emerging Beverage Alcohol Trends ANDY KING-SHELDON & DAVID BRASER GRAND BALLROOM ABC
11:30	Visit the Trade Show: WEST HALL
12:00	
12:30	Lunch EAST HALL
1:00	
1:30	Intro to Drafting ANDY KING-SHELDON ROOM 210-211
2:00	The Full Juice: An Update on Grassroots UK Cider Projects ANDY KING-SHELDON SKYLINE BALLROOM
2:30	Meet up: Apple-Based Spirits Producers and Enthusiasts ANDY KING-SHELDON VENDOR BOOTH 707
3:00	Visit the Trade Show: WEST HALL
3:30	
4:00	Tannin Content of Hard Cider ANDY KING-SHELDON ROOM 210
4:30	Is that My Fault? ANDY KING-SHELDON ROOM 210-211
5:00	
5:30	Grand Tasting: Irish Cider and Final Toast EAST HALL
6:00	



1 FIRST FLOOR

- TRADE SHOW
- CIDERCON BOOKSTORE
- VENDOR SESSIONS
- MEDIA ROOM
- CIDER RESEARCH POSTERS
- WEST HALL
- WEST HALL
- GRAND BALLROOM ABC, DE
- MIR
- REGISTRATION Foyer
- REGISTRATION
- PRESENTATIONS
- GRAND BALLROOM FGH
- GRAND BALLROOM DE
- GRAND BALLROOM ABC
- EAST HALL
- LOBBY

2 SECOND FLOOR



- JUNIOR BALLROOM 1-2
- JUNIOR BALLROOM 3-4
- ROOM 208
- ROOM 210-211
- ROOM 208



THE CIDER INSTITUTE OF NORTH AMERICA

A non-profit organization with the mission to support a quality-driven and sustainable cider industry through education and research. Steered by the industry for the industry, CINA offers cider-specific training and certification for every stage of a career as a cider maker.

BUILD YOUR PRODUCTION SKILLS & TECHNIQUES

The Cider Institute partners with academic training providers to deliver high-quality, hands-on courses designed to meet industry standards for CINA's Cider & Perry Production Certification Program.

Participants of **Cider & Perry Production - A Foundation** will gain an understanding of cider & perry and acquire the key skills and knowledge necessary to make quality products. Advanced-level courses build professional expertise through knowledge, understanding and the practical application of key processes in cider & perry production including **Essential Laboratory Skills, Essential Sensory Analysis, GMPs, Safety & Sanitation, and Science, Practice & Quality-Assured Production.**

Register for trainings and learn more about the Cider Institute at www.ciderinstitute.com





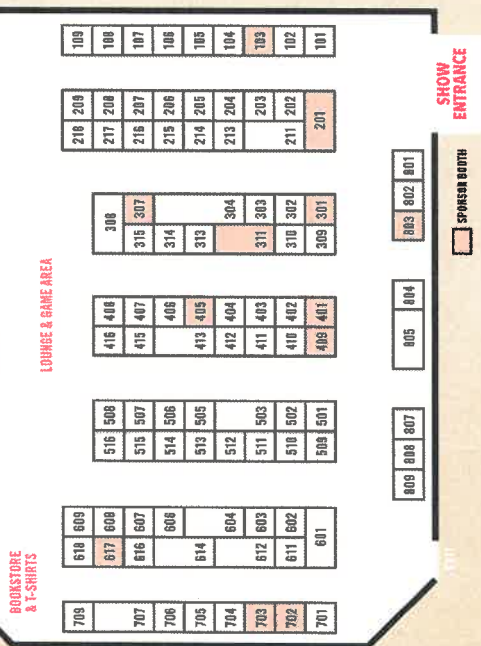
TRADE SHOW MAP

WEST HALL, FIRST FLOOR

TRADE SHOW HOURS

THURSDAY 9:45 A.M. - 6 P.M.

FRIDAY 9 A.M. - 2 P.M.



THE TRADE SHOW IS SPONSORED BY



VENDORS BY ALPHABETICAL ORDER

Vendor Company Name	Booth #
33 Books	108
Petliner/G3 Enterprises	501
AAA Metal Fabrication	502
Separatortech	503
Aqua Tools	505
Goodnature Products	506
Abbott Rubber	507
Idyll Acres & ABE - American Beer Equipment	508
Northwest Mobile Juicing	509
Oak Wise for Beverages	510
British Apple Company	511
Innovative Marketing Consultants	512
GEA Group	513
Perfect Puree of Napa Valley	514
TTB	515
Neil Jones Food Company	516
Thielmann	517
More Wine Pro	518
White Labs	519
Voran	520
Five Star Chemicals	521
United Bottles	522
Alpha Brewing Operations	523
Taphandles	524
Cascade Floors	525
Pall Food & Beverage	526
Innerstate	527
Pro Engineering	528
Winemakers Depot	529
Apple Art Gallery	530
Cidercraft Magazine	531
Keystone Fermentation Supply	532
Universal Packaging	533
Deutsche Beverage Technology	534
VinoShipper	535
CINA	536
El Gaitero cidrer	537
American Cider Association	538
Member Appreciation Booth	539
Amoretti	540
Rock & Maintenance Source	541
G4 Kegs	542
Hoptown Handles	543
Wild Goose Filling & Ska Fabricating	544
Saxco	545
Heirloom Orchards	546
Crowler Nation	547
Glass and Growlers	548
Prospero Equipment	549
Vance Metal Products	550
Coldbreak Brewing Equipment	551
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DraughtLab	558
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MCA & GLINTCAP	710
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VENDORS BY BOOTH NUMBER

Vendor Company Name	Booth #
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SCHEDULE AT A GLANCE

Tuesday, January 28

- Cider Tours ▶ 8 a.m. – 5 p.m.
- Elements of Cider Workshop ▶ 1 – 4:30 p.m.
Skyline Ballroom
- Regional Association Leaders Symposium (Invite Only)

Wednesday, January 29

- An In-Depth Look at TTB Regulations ▶ 8 a.m. – 12 p.m.
Grand Ballroom FGH
- Certified Pomme™ Exam ▶ 9 a.m. – 1 p.m.
Junior Ballroom F2
- Pomme Boots Society Meeting ▶ 1 – 3 p.m.
Grand Ballroom FGH
- Welcome Reception and Cider Share ▶ 4 – 7 p.m.
East Hall

Thursday, January 30

- Opening Session with Keynote Speaker
Jill Giacomini Basch, Co-Owner and CMO of Point Royes
Farmstead Cheese Company ▶ 9 – 10 a.m.
East Hall
- CiderCon® Trade Show — Sponsored by Fruit Smart
▶ 8:45 a.m. – 6 p.m.
West Hall

- Brain Dates ▶ 10 a.m. – 4 p.m.
West Hallway

- CiderCon® Educational Morning Seminars ▶ 10:15 – 11:15 a.m.

- Lunch ▶ 12 – 1:30 p.m.
East Hall

- CiderCon® Educational Afternoon Seminars ▶ 1:30 – 2:30 p.m.
- CiderCon® Educational Seminars Late Afternoon Seminars
▶ 3 – 4 p.m.

- Meet Up: Connecting with Influencers ▶ 4:15 – 5:15
American Cider Association Member Appreciation Booth 707

Friday, January 31

- CiderCon® Trade Show — Sponsored by Fruit Smart
▶ 9 a.m. – 2 p.m.
West Hall

- Vendor Sessions ▶ 9 – 10 a.m.
Grand Ballroom

- CiderCon® Educational Morning Seminars ▶ 9:30 – 10 a.m.
- CiderCon® Educational Late Morning Seminars
▶ 10:15 – 11:15 a.m.

- Lunch ▶ 12 – 1:30 p.m.
East Hall

- Meet Up: Apple-Based Spirit Producers and Enthusiasts
▶ 1:15 – 2 p.m.
American Cider Association Member Appreciation Booth 707

- CiderCon® Educational Afternoon Seminars ▶ 2:15 – 3:15 p.m.
- CiderCon® Educational Seminars Late Afternoon
Seminars ▶ 3:30 – 4:30 p.m.

- Grand Tasting & Final Toast ▶ 5:15 – 6:30 p.m.
East Hall

Please support our Vendors!

SESSION TRACKS KEY

- 📍 Sales & Distribution
- 📊 Marketing & Trends
- 🍷 Cider Making (Sponsored by CINA)
- ⚖️ Legal & Compliance
- 🔍 Sensory Evaluation
- 🌳 Apples & Orchardring
- 📈 Business & Beyond
- 🍷 Flavor & Terroir

SESSION KEY

- 🎫 Ticket required
- 🍷 Tasting / Sensory Component

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2020 Events Calendar

WINTER

- Ballroom Cultural Series: Jan 5 - Mar 1
- Orchid Show: Jan 4 - Feb 24
- Lunar New Year Celebration: Jan 25

SPRING

- Weekend Member Hours: Feb 29 - May 31
- Spring Tulip Tea: Apr 22 & 25
- Mother's Day Tea: May 9

SUMMER

- Pride Days: Jun 6 & 7
- Art & Wine Festival: Jul 25 & 26
- Jazz Festival: Aug 15 & 16
- Gala in the Garden: Sep 18

FALL

- Harvest Festival: Sep 26
- Orchard Day: Oct 10
- Bluegrass at the Barn: Oct 4, 11, 18 & 25

HOLIDAYS AT FILOLI: NOV 30 DEC 10

Opening Night Soirée: Nov 20
Winter Solstice Celebration: Dec 23

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SCHEDULE BY TRACK

Sales & Distribution

Using Education Programs to Drive Sales
 ▶ Thursday 10:15 – 11:15 a.m.
 Room 208

What Retailers Really Want: Bay Area Edition
 ▶ Thursday 10:15 – 11:15 a.m.
 Grand Ballroom FGH

Sales Academy: Techniques for Cideries of All Sizes
 ▶ Thursday 1:30 – 2:30 p.m.
 Junior Ballroom 1-2

Nitty Gritty: Getting Technical on Distribution
 ▶ Thursday 1:30 – 2:30 p.m.
 Grand Ballroom FGH

Building Your Brand Through the Tasting Room
 ▶ Thursday 3 – 4 p.m.
 Grand Ballroom DE

Interactive Poster Session
 ▶ Thursday 4:15 – 5 p.m.
 First Floor Registration Foyer

Clicks & Cliques: Tactics for Direct-to-Consumer Channels
 ▶ Friday 2:15 – 3:15 p.m.
 Grand Ballroom ABC

Marketing & Trends

To-Do's for Social Media Greatness
 ▶ Thursday 10:15 – 11:15 a.m.
 Junior Ballroom 3-4

The Nielsen Report: Cider Sales Trends
 ▶ Thursday 10:15 – 11:15 a.m.
 Grand Ballroom ABC

Global Cider Trends & Innovation
 ▶ Thursday 3 – 4 p.m.
 Room 208

Rock Your Rebrand
 ▶ Friday 10:15 – 11:15 a.m.
 Room 208

Cider Adjacent: Emerging Beverage Alcohol Trends
 ▶ Friday 10:15 – 11:15 a.m.
 Grand Ballroom ABC

The Full Juice: An Update on Grassroots UK Cider Projects
 ▶ Friday 1:15 – 2 p.m.
 Skyline Ballroom

SESSION TRACK KEY

- SALES & DISTRIBUTION
- MARKETING & TRENDS
- CIDER MAKING (SPONSORED BY CIMA)
- LEGAL & COMPLIANCE
- SENSORY EVALUATION
- APPLES & ORCHARDING
- BUSINESS & BEYOND
- FLAVOR & TERROIR
- TICKET REQUIRED
- TASTING / SENSORY COMPONENT

Cider Making (Sponsored by)

Use and Abuse of SO2
 ▶ Thursday 10:15 – 11:15 a.m.
 Grand Ballroom DE

Aging Cider
 ▶ Thursday 1:30 – 2:30 p.m.
 Junior Ballroom 3-4

The Beginner's Guide to Cider Analysis: How to Build a Cider Lab on a Budget
 ▶ Thursday 1:30 – 2:30 p.m.
 Grand Ballroom DE

Danger Lurks! Changing Perception of Safety in the Cider
 ▶ Thursday 3 – 4 p.m.
 Grand Ballroom ABC

Vendor Session: Wood-Aging Cider
 ▶ Friday 9 – 9:25 a.m.
 Grand Ballroom ABC

Microbial Control at Cider Packaging
 ▶ Friday 10:15 – 11:15 a.m.
 Grand Ballroom FGH

The Yeast Whisperer
 ▶ Friday 2:15 – 3:15 p.m.
 Grand Ballroom FGH

Pât-Nat Cider: Technique and Taste
 ▶ Friday 2:15 – 3:15 p.m.
 Junior Ballroom 1-2

Building a Sensory Program from the Ground Up
 ▶ Friday 2:15 – 3:15 p.m.
 Junior Ballroom 3-4

Tannin Content of Hard Cider: How Tannins Protect and Improve Sensory Components in Cider
 ▶ Friday 3:45 – 4:45 p.m.
 Room 208

Is That My Fault? Space Limited and the Implications for Cider
 ▶ Friday 3:45 – 4:45 p.m.
 Room 210-211



Legal & Compliance

Marjuana's Regulatory Environment and the Implications for Cider
 ▶ Thursday 3 – 4 p.m.
 Grand Ballroom FGH

Small Cider Paperwork: Tracking and Reporting Tools for TTB Forms and Taxes
 ▶ Friday 10:15 – 11:15 a.m.
 Junior Ballroom 3-4

Protect What You Love: Trademark Law for Cideries
 ▶ Friday 2:15 – 3:15 p.m.
 Grand Ballroom DE

Labeling Requirements for the Cider Industry: Over and Under 7%
 ▶ Friday 3:45 – 4:45 p.m.
 Grand Ballroom ABC

Sticky Business: Distribution Issues in the Cider Industry
 ▶ Friday 3:45 – 4:45 p.m.
 Grand Ballroom FGH

Sensory Evaluation

Elements of Cider
 ▶ Tuesday 1 – 4:30 p.m.
 Skyline Ballroom

Side by Side: Beer, Wine, Sprites and Cider
 ▶ Thursday 3 – 4:30 p.m.
 Junior Ballroom 3-4

Principles of Primary Food Cider Taste Interactions
 ▶ Friday 10:15 – 11:15 a.m.
 Junior Ballroom 1-2

Apples & Orcharding
 ▶ Orcharding in the West
 ▶ Wednesday 8 a.m. – 12:45 p.m.
 Grand Ballroom ABC

Carbon Farming: Creating a More Resilient Orchard
 ▶ Thursday 1:30 – 2:30 p.m.
 Room 208

Beginner's Pruning Workshop
 ▶ Friday 9:30 – 10 a.m.
 Room 210-211

Intro to Grafting
 ▶ Friday 1:15 – 2 p.m.
 Room 210-211

Cider Making in the Orchard: Elevating Apple Character Before Press
 ▶ Friday 2:15 – 3:15 p.m.
 Room 208

Business & Beyond
 ▶ An In-Depth Look at TTB Regulations
 ▶ Wednesday 8 a.m. – 12 p.m.
 Grand Ballroom FGH

Being Small
 ▶ Thursday 10:15 – 11:15 a.m.
 Junior Ballroom 1-2

Being Friendly Isn't Enough: Strategies and Tactics for Being Inclusive and Building Diversity in Cider Industry
 ▶ Thursday 1:30 – 2:30 p.m.
 Grand Ballroom ABC

Vendor Session: How to Get Organized & Make More Cider in 2020
 ▶ Friday 9:15 – 10 a.m.
 Grand Ballroom DE

Vendor Session: The Importance of Having a Well-Established Equipment Supplier
 ▶ Friday 9:30 – 9:55 a.m.
 Grand Ballroom ABC

Under the Influence: Alcohol, Mental Health & Finding Balance in the Beverage Industry
 ▶ Friday 10:15 – 11:15 a.m.
 Room 210-211



Flavor & Terroir

Independent Irish Makers: Their Cider and Their Stories
 ▶ Thursday 3 – 4 p.m.
 Junior Ballroom 1-2

Terroir Spotlight: Western Massachusetts
 ▶ Friday 3:45 – 4:45 p.m.
 Junior Ballroom 1-2

Narrative of Place
 ▶ Friday 3:45 – 4:45 p.m.
 Junior Ballroom 3-4



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Season
Descriptions

TUESDAY

JANUARY 28, 2020

TOURS

Parajo Valley and San Jose Cider Tour

GUIDE: Ria Windcaller, Cider Chat

8 a.m. - 6 p.m.
Includes tastes from four cideries, samples at a cider bar and lunch

Parajo Valley borders the Pacific Ocean to the west and the Santa Cruz Mountains on the east. It is the sweet spot of Newtown Pippins in California. Discover coastal orchard management practices with multigenerational orchardist Jake Mann of 5 Mile Orchards. Enjoy a vertical and horizontal tasting of this same apple with Rider Ranch cider makers in the orchard. Stops and talks at Serventi Cider and at the 1880 Redwood Apple Barn with Santa Cruz Cider Co. and Robble Honda of Tanuki Cider. With the Pacific to the left, the tour will hang 10 to the right and cruise over to San Jose to finish the day at Cider Junction. Publicans Tracy and Claudia will inspire you to consider opening your own cider bar, bistro and bottle shop.

Sonoma County Cidery & Orchard Tour

GUIDE: Darlene Hayes, Writer and Cider Expert

8 a.m. - 8:15 p.m.
Includes tastes from six cideries and lunch
Enjoy a day learning about Sonoma County orchards and cideries. This tour will give participants a taste of what one of California's premier wine regions has to offer the cider drinker. We'll visit six cideries, large and small, including one of the oldest family-owned cideries in the U.S. and several with smaller regional distribution. We'll also walk through some of the area's orchards, including one operating under one of the state's first orchard carbon farm plans for reducing greenhouse gasses. Tour stops include the orchards, production facilities and tasting rooms of Ace Cider, Golden State Cider, Ethic Ciders, Tiled Shed Ciderworks and Old World Winery.

SESSION TRACK KEY

- SALES & DISTRIBUTION
- MARKETING & TRENDS
- CIDER MAKING (SPONSORED BY CIMA)
- LEGAL & COMPLIANCE
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- APPLES & ORCHARDING
- BUSINESS & BEYOND
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East Bay Cider & Food Pairing Tour

GUIDE: Jennie Dorsey, Cider Bar Manager and Cider Expert

8:45 a.m. - 4:15 p.m.
Includes four flights of cider paired with food.

Learn how to pair food and cider while tasting your way around the Bay. Each stop will offer a flight of three ciders paired with bites accompanied by expert explanations on how to craft your own pairings. You'll also have the opportunity to visit tasting rooms, a bottle shop and chat with cider makers about their ciders. The tour will visit Crooked City Cider (Oakland), Tag & Jug Cider (Treasure Island), Farwest Cider (Richmond) and Redfield Cider Bar & Bottleshop (Oakland).

California Apple History Panel at Filoli Gardens

GUIDE: Brandon Buza, Co-chair of Cider Category for the Good Food Awards

PANELISTS: Kate Nowell (horticulture manager at Filoli), Tom Hart (co-owner, sales, distribution and orchards at Humboldt Cider Co.), Keith Park (horticulturist and arborist for the National Park Service), Daniel Bussey (Lost Orchard Project and author of "The Illustrated History of Apples in the United States and Canada")
12:30 - 5:30 p.m.
Includes tastes of two ciders and light fare

Visit the Filoli Historic House & Gardens and experience the rich history of Filoli's Gentlemen's Orchard and that of the renowned Albert Etter in Etnersburg, California. The panel will discuss the history and importance of these places as well as the art of caring for and preserving old orchards in Northern California. After the talk, attendees will have the opportunity to take an intimate guided tour of the grounds and taste fruit and cider from these orchards.



SESSIONS

Elements of Cider

SPEAKERS: Ambrosia Borowaki, Charles McGonegal
1 - 4:30 p.m.

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 common base, spiked with one molecule at a time in 12 flights of two-three samples and a common reference. There's no confusing one element for another in our seminar. With moderated discussion of perceptions and associations and origins.

"Cider: Sweet, Tart and Tannic" is an exercise in which we attempt to teach you about the influence and mutual interaction of these basic cider taste elements. 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 you to learn from it and have some fun. We will also share the results of the data collected during the prior session.

LOCATION: Skyline Ballroom **TRACK:** Sensory Evaluation

WEDNESDAY

JANUARY 29, 2020

An In-Depth Look at TTB Regulations

SPEAKERS: Kim Briedis, Susan Evans, Alexis Jewell, Vonzella Johnson, Ronda Merrell

8 a.m. - 12 p.m.
This four-hour TTB compliance workshop will be taught by TTB employees. You'll learn about getting a TTB permit, how to keep records and pay your excise taxes correctly, as well as when a formula is required and how to create a label that meet the TTB labeling requirements. This workshop is a great way to see the big picture for all your TTB touchpoints and will answer many of the most common questions we hear from cider and perry makers.

LOCATION: Grand Ballroom FGH
TRACK: Business & Beyond

Orcharding in the West

SPEAKERS: Travis Alexander, John Bunker, Amigo Bob Cantisano, Ryan Johnson, Joanna Ory

8 a.m. - 12:45 p.m.
This group of orcharding professionals will cover a variety of topics including the plans and practicalities of carbon farming, cover crops in western orchards, regulated deficit irrigation for increasing efficiency and fruit quality, hardy heirloom apple varieties from Gold Rush-era orchards and finding and identifying seedling apples in the west. There will also be an informal scion wood exchange. Bring cuttings of your favorite heirloom, seedling and cider apple varieties to share with other growers.
LOCATION: Grand Ballroom ABC
TRACK: Apples & Orchardling



Apple Mint Mojito

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- MAKES 1 COCKTAIL**
- 10-12 fresh mint leaves
- 1-2 English cucumber, sliced
- 1/2 lemon wedge
- 1 oz elderflower cordial
- 2 oz Apple Ice Wine
- 2-4 oz dry cider
- Garnish: fresh mint, cucumber slices
- Glass: Collins

DIRECTIONS:

Place the fresh mint, cucumber, lemon wedge and elderflower cordial into a mixing glass and lightly muddle to release the oils and juices. Add the Apple Ice Wine then top with ice, cap and shake vigorously to combine. Strain into a Collins glass filled three-quarters full with ice. Top with the cider and garnish.

OPENING SESSION
Success and Values: Point Reyes Farmstead Cheese Company

SPEAKER: Jill Giacomini Basch

9 - 10 a.m.

What do you do when the dairy industry is hunting and you have your family's farm to save? You innovate. Jill will talk about how her family launched an extremely successful creamery with their principles as their guide.

LOCATION: East Hall

Using Education Programs to Drive Sales

MODERATOR: Chris Shields

PANELISTS: Jennie Dorsey, Amie Fields,

Tim Godfrey, Eric McCrory

10:15 - 11:15 a.m.

We have exciting stories to tell and we convey them best through an educated team of storytellers. As we grow and mature as an industry, education must be a huge part of how we continue to achieve our standard of quality and integrity. Whether you are small or large, quality in production can be paired with a company culture of education and training. This panel will explore how education is embraced by different companies and different roles within those companies, and provide inspiring tips to successfully launching your own company education culture.

LOCATION: Room 208 **TRACK:** Sales & Distribution

SESSION TRACK KEY

- SALES & DISTRIBUTION
- MARKETING & TRENDS
- CIDER MAKING (SPONSORED BY CIMA)
- LEGAL & COMPLIANCE
- SENSORY EVALUATION
- APPLES & ORCHARDING
- BUSINESS & BEYOND
- FLAVOR & TERROR
- TICKET REQUIRED
- TASTING / SENSORY COMPONENT

Being Small

MODERATOR: Darlene Hayes

PANELISTS: Laura Cherry, Chris Condos,

Courtney Malley, Brad Page

10:15 - 11:15 a.m.

Success comes in many different forms. Bigger is not always the goal in the United States, 80% of wineries produce fewer than 5,000 cases a year. We'll hear from a number of producers from different parts of the country that have created and are maintaining smaller local or regional cider businesses, sharing what has worked for them and why.

LOCATION: Junior Ballroom 1-2 **TRACK:** Business & Beyond

To-Do's For Social Media Greatness

SPEAKERS: Talia Haykin, Molly Leadbetter

10:15 - 11:15 a.m.

We'll walk through everything you should be doing RIGHT NOW on social media and how to strategically post, share and create content that will get your brand noticed. Bonus: walk away with templates and social strategies to get your cider company trending.

LOCATION: Junior Ballroom 3-4 **TRACK:** Marketing & Trends

The Nielsen Report: Cider Sales Trends

SPEAKER: Danny Brager

10:15 - 11:15 a.m.

Danny Brager from Nielsen will again provide a retrospective view of cider retail sales trends for the past year, both off and on premise, as well as a look into the crystal ball to the future. In this session, we'll also view cider trends against the broader beverage alcohol industry and some of the mega-trends.

LOCATION: Grand Ballroom ABC **TRACK:** Marketing & Trends

Use and Abuse of SO2

SPEAKERS: Chris Oertling, Dave Takush

10:15 - 11:15 a.m.

The presentation will cover the basic chemistry of this very effective preservative, why pH and storage vessel matter and, most importantly, how to use it correctly. We will discuss what can happen if too little or too much is used, what we know about "SO2 headaches," Cornell's latest research on the effects of SO2 and cans and introduce a new way to measure molecular SO2 directly.

LOCATION: Grand Ballroom DE **TRACK:** Cider Making (Sponsored by CIMA)

What Retailers Really Want: Bay Area Edition

MODERATOR: Mattie Baason

PANELISTS: Ron Leedy, Mike Reis, Liz Rubin,

Cameron Smith

10:15 - 11:15 a.m.

Bottle shops are a unique sales channel. This panel of local beverage retail specialists will shine some light on what makes them want to carry a particular brand, what their ultimate decision-making process is, what they need from producers besides a great product to help their product move, how cider plays into their product strategy and how the distributor impacts the decision.

LOCATION: Grand Ballroom FGH **TRACK:** Sales & Distribution

Carbon Farming: Creating a More Resilient Orchard

MODERATOR: Dan Rinke

PANELISTS: Ned Lawton, Davek Trowbridge

1:30 - 2:30 p.m.

In this session we will explain how you can start carbon farming by sequestering more carbon in our orchard soils. We will also discuss all the benefits that happen when you start building organic matter in an orchard instead of burning it up and washing it away through tillage. We will take a practical look and follow one grower through their soil management program and the benefits they have seen.

LOCATION: Room 208 **TRACK:** Apples & Orcharding

Sales Academy: Techniques for Cideries of All Sizes

SPEAKER: Eric McCrory

1:30 - 2:30 p.m.

Join veteran sales trainer Eric McCrory for "the art of the sales call." Whether you're a cider maker selling your first batch or a larger cidery looking to enhance your sales team, this training will provide you with an effective, step-by-step approach to getting your product on the shelf or on tap. We will cover topics such as negotiating, probing, distributor follow up and much more.

LOCATION: Junior Ballroom 1-2 **TRACK:** Sales & Distribution

Aging Cider

MODERATOR: Eleanor Leger

SPEAKERS: Ryan Burk, Shea Comfort, Tom Oliver

1:30 - 2:30 p.m.

When does it make sense to age cider? What are various options for aging — oak, steel, bottle, etc. — and how do they impact flavor? We will discuss the intersection of cider profiles and aging approaches from both organoleptic and economic perspectives. In other words, what will it taste like, how long will it take and how much will it cost. This is a tasting session where some aged and unaged ciders from places far and wide will be poured. Come with your questions and your taste buds.

LOCATION: Junior Ballroom 3-4

TRACK: Cider Making (Sponsored by CIMA)

Being Friendly Isn't Enough: Strategies and Tactics for Being Inclusive and Building Diversity in Cider Industry

SPEAKER: Dr. J. Jackson-Beckham

1:30 - 2:30 p.m.

What do a black belt in Jiu Jitsu, a colony of ants and learning to produce cider have in common? In the real world, very little. But in this interactive talk, this eclectic list of common objects will inspire attendees to rethink how we approach diversity and inclusion in the cider industry. Dr. J. will open the door for an honest and judgement-free conversation about the realities of authentically reaching populations that are underrepresented among those that produce, distribute and sell hard cider.

LOCATION: Grand Ballroom ABC **TRACK:** Business & Beyond

The Beginner's Guide to Cider Analysis: How to Build a Cider Lab on a Budget

SPEAKERS: Kristen Needham, Steve Truesler

1:30 - 2:30 p.m.

What should you be testing in your cider? How often? And more importantly, using what equipment? There are many benefits to doing your own testing on your cider, including quality control and regulatory compliance, but it can be daunting to decide what equipment to buy or how to know if the testing you are doing is accurate. We'll explore the must-haves, the work-arounds and where to invest your precious dollars when it comes to performing in-house lab analyses on cider.

LOCATION: Grand Ballroom DE **TRACK:** Cider Making (Sponsored by CIMA)

Nitty Gritty: Getting Technical on Distribution

MODERATOR: Lauren Shepard

PANELISTS: Marie Davenport, Jana Daisy-Ensign,

Elize Spitzzenberg

1:30 - 2:30 p.m.

For this panel, distributors will do less "waxing philosophical" on the elusive question of how to best sell different kinds of cider, and spend more time talking about the technical side of their businesses, which, in the end, determines a lot about how they must approach cider sales. Panelists from different states will share information on their licensing and how it affects the kind of accounts they are able to sell to, as well as how this has affected the structure of their cider sales. They will touch on challenges such as registrations, liquor law, taxation and other state-by-state oddities involved in selling cider.

LOCATION: Grand Ballroom FGH **TRACK:** Sales & Distribution

Global Cider Trends & Innovation

SPEAKER: Brandy Rand

3 - 4 p.m.

Brandy Rand from IWSR Drinks Market Analysis takes a tour of cider drink trends from around the world. This session examines not only cider's place in global beverage alcohol consumption, but other categories and brands shaping the future of what we drink. Learn about the key drivers affecting consumer taste and behavior to plan for growth and innovation.

LOCATION: Room 208 **TRACK:** Marketing & Trends

Session Descriptions

THURSDAY (continued)

Independent Irish Makers: Their Cider and Their Stories

MODERATOR | **Susanna Forbes**

PANELISTS | **Daniel Emerson, Mark Jenkinson, Liam McDonnell, Davy Uprichard**

3 - 4 p.m.

This session will involve four cider makers from across the island of Ireland. In providing a broad perspective, the ciders to be tasted in this meeting will include the only keeved cider made in the country, an exceptional fruit wine and cider blend from County Armagh, a classic medium dry staple of the sector and an esoteric and refined apple wine from County Cork. Davy Uprichard, Mark Jenkinson, Liam McDonnell and Daniel Emerson will present each of their ciders, explain the intricacies and challenges of the production process and where each of them envisages its position within the domestic and export markets.

LOCATION | **Junior Ballroom 12** TRACK | **Flavor & Terroir**

Side by Side: Beer, Wine, Spirits and Cider

MODERATOR | **Lauren Shepard**

PANELISTS | **Ambrosia Borowski, Beth Demmon,**

Pat Knittel

3 - 4:30 p.m.

In its third year at CiderCon, this popular tasting explores new ways of talking about, thinking about and sharing cider. With the help of attendees in 2018 and 2019, we learned that tasting cider in the context of beer or wine helps us develop a new vocabulary and a new way of thinking about what makes cider so diverse. This year, we will curate new side-by-side tastings using the experience of years past. We will spend a little more time on each pairing, have a small and diverse group of more people to share their reactions and open up the discussion

SESSION TRACK KEY

- 1 SALES & DISTRIBUTION
- 2 CIDER MAKING (SPONSORED BY CIMA)
- 3 SENSORY EVALUATION
- 4 BUSINESS & BEYOND
- 5 TICKET REQUIRED
- 6 MARKETING & TRENDS
- 7 LEGAL & COMPLIANCE
- 8 APPLES & ORCHARDING
- 9 FLAVOR & TERROIR
- 10 TASTING / SENSORY COMPONENT

to the group for additional insight. We'll taste several diverse ciders, each one paired with a different drink (or two) with which it shares flavors or production techniques and see what new language comes of thinking about cider flavors, and the stories behind them. In a dynamic way.

LOCATION | **Junior Ballroom 3-4** TRACK | **Sensory Evaluation**

Danger Lurks!

Changing Perception of Safety in the Ciderery

MODERATOR | **John Behrens**

PANELISTS | **Scott Katama, Tom Krywko, Ben Stoub**

3 - 4 p.m.

A lively panel discussion and Q&A on implementing a culture of safety from the bottom up and on every budget. Hear stories of what to do and what not to do. Topics ranging from chemical hygiene, air quality, kinetic energy and corresponding best practices will be discussed. Learn about making safety fun and interesting so everyone can go home at the end of the day!

LOCATION | **Grand Ballroom ABC**

TRACK | **Cider Making (Sponsored by CIMA)**

Building Your Brand Through the Tasting Room

MODERATOR | **Caitlin Braam**

PANELISTS | **Jamie Carrao, Liza Fierro-Cioffi,**

Courtney O'Rourke, Krista Soruggs

3 - 4 p.m.

Tasting rooms have become much more than just a bar — they are community gathering places. They can also act as a significant profit center for your cider and a tremendous driver of brand development. This panel will share its experiences, ideas and best practices for building and running a successful tasting room, including simple ways to develop regular guests, build a sense of community, instill loyalty and increase sales. We'll also explore options and techniques to differentiate your tasting room and create an atmosphere that will set you apart.

LOCATION | **Grand Ballroom DE** TRACK | **Sales & Distribution**

Marijuana's Regulatory Environment and the Implications for Cider

SPEAKERS | **Alva Mather, Marc Sorini**

3 - 4 p.m.

This workshop will review the current legal status of marijuana (cannabis), hemp and CBD, including federal laws on cannabis, the prospects for success of pending federal bills, the status of hemp after the 2018 Farm Bill, an overview of "state-legal" medicinal and recreational cannabis laws and the position of FDA and TTB towards alcohol beverages with these substances.

LOCATION | **Grand Ballroom FG**

TRACK | **Legal & Compliance**

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Season
Descriptions

FRIDAY

JANUARY 31, 2020

VENDOR SESSION: Wood-Aging Cider
SPEAKER: Jason Harris, Keystone Fermentation

9 - 9:25 a.m.
 Learn key differences between the variety of wood vessels that may be utilized for fermenting and aging cider. We'll cover vessel types (barrels, foeders, casks, and more), oaks and other woods, along with basic usage and care. Plus, taste the unique impact of wood-aging on hard cider, including sampling from our own Stone & Key Cellars.

LOCATION: Grand Ballroom ABC
TRACK: Cider Making (Sponsored by CINA)

VENDOR SESSION: How to Get Organized & Make More Cider in 2020

SPEAKER: Curt Herzog, Ekos

9:15 - 10 a.m.
 This session will cover industry best practices for managing your cidery business and lend insight into how technology can help. Plus, we'll share a helpful checklist for choosing cidery software.

LOCATION: Grand Ballroom DE **TRACK: Business & Beyond**

VENDOR SESSION: The Importance of Having a Well-Established Equipment Supplier

SPEAKER: VORAN Machinery

9:30 - 9:55 a.m.
 What defines a well-established supplier? New machines stock. Spare parts stock. Internal service team. External service team. Own manufacturing. Many machines on market. We'd like to show how the juice/cider producer can benefit from their supplier as much as possible and vice versa — how suppliers benefit from a good customer cooperation. Focus on service and manufacturing. Experience, new technology: What has the customer to expect from suppliers?

LOCATION: Grand Ballroom ABC **TRACK: Business & Beyond**

SESSION TRACK KEY

- SALES & DISTRIBUTION
- CIDER MAKING (SPONSORED BY CINA)
- SENSORY EVALUATION
- BUSINESS & BEYOND
- TICKET REQUIRED
- TASTING / SENSORY COMPONENT
- MARKETING & TRENDS
- LEGAL & COMPLIANCE
- APPLES & ORCHARDING
- FLAVOR & TERROR

Under the Influence: Alcohol, Mental Health & Finding Balance in the Beverage Industry
 SPONSORED BY THE PUMME BOOTS SOCIETY

MODERATOR: Carolyn Alburger

Panelists: Kristine Bocchino, Tanya Clark, Mark Goodwin
10:15 - 11:15 a.m.

Whether you work at a bar, as a sales rep or at a cidery, alcohol and its consumption can become a part of everyday life. Coupled with long hours, being away from family and a fast pace of life, it can also lead to challenges and unhealthy behaviors. Join us for a conversation around drinking culture, mental health and coping with alcohol abuse and addiction within our community. Hear real world examples from companies throughout the beverage industry and share your own learnings.

LOCATION: Room 210-211 **TRACK: Business & Beyond**

Microbial Control at Cider Packaging
SPEAKER: Rebekka Swanson deKramer

10:15 - 11:15 a.m.

Cider is a sensitive product to package. It generally contains high levels of residual sugar and low alcohol, meaning it is more susceptible to refermentation than other alcoholic beverages on the market. This presentation will cover the various ways to prevent microbial spoilage during the packaging process. We will discuss the pros and cons of various methodologies for microbial control.

LOCATION: Grand Ballroom FGH

TRACK: Cider Making (Sponsored by CINA)

Principles of Primary Food Cider Taste Interactions

SPEAKER: Darlene Hayes

10:15 - 11:15 a.m.

Food pairing is an important aspect of marketing cider. This session will give you the tools to create and/or recommend particular pairings. We will examine the impact of key food elements — salt, sugar, acid, fat, chile and umami — on the flavor of a variety of ciders, directly experiencing how they enhance or detract from a cider's flavor.

LOCATION: Junior Ballroom 1-2 **TRACK: Sensory Evaluation**

Small Cidery Paperwork: Tracking and Reporting Tools for TTB Forms and Taxes

SPEAKER: Eleanor Legler

10:15 - 11:15 a.m.

Do you make a wide variety of cider styles on a small scale? Do you file TTB forms and taxes annually and throw up your hands in despair in early January? Are sophisticated winery and cidery software systems or hiring outside compliance specialists too expensive for you? This session will walk through an organized way to track your production, then file your reports and calculate your taxes easily using Excel.

LOCATION: Junior Ballroom 3-4 **TRACK: Legal & Compliance**

Intro to Grafting
SPEAKER: Keith Park

1:15 - 2 p.m.

We owe the art of grafting for the existence of all the heirloom cultivars of fruit trees that we have today. In this overview we will discuss the different tools and techniques involved in successfully grafting a scion to a rootstock for the purpose of preserving valuable cultivars in perpetuity as well as multiplying one's stock.

LOCATION: Room 210-211 **TRACK: Apples & Orchardling**

The Full Juice: An Update on Grassroots UK Cider Projects

MODERATOR: Gabe Cook

PANELISTS: Susanna Forbes, Felix Nash, Tom Oliver

1:15 - 2 p.m.

Join The Ciderologist, Gabe Cook, as he invites UK cider luminaries to discuss recent developments in their cider community including the consumer-facing publication Full Juice. Accompanied by a tasting of products from the leaders of the grassroots movement, they will discuss the challenges and opportunities for cider, small and big, in the world's biggest market.

LOCATION: Skyline Ballroom **TRACK: Marketing & Trends**

Cider Making in the Orchard: Elevating Apple Character Before Press

MODERATOR: Brigid O'Keane

PANELISTS: Greg Peck, Marcus Robert, Valerie Scott

2:15 - 3:15 p.m.

As cider producers, we are constantly asked what apples should be used for making cider. This session will provide an overview of cider apple varieties and blends commonly used in cider production and how to elevate characteristics before the press and during production.

LOCATION: Room 208 **TRACK: Apples & Orchardling**

Clicks & Cliques:

Tactics for Direct-to-Consumer Channels

MODERATOR: Emily Ritchie

PANELISTS: Andrew Byers, Steven Harrison, Eleanor Legler

2:15 - 3:15 p.m.

Cider clubs and online cider stores: bring on the sophistication as we raise the profile of craft cider nationally. Panel will discuss increasing awareness and attitudes around craft cider brands and how to increase your sales, allowing you to take home a higher margin through your clicks and cliques.

LOCATION: Grand Ballroom ABC **TRACK: Sales & Distribution**

Protect What You Love: Trademark Law for Cideries

SPEAKER: Kevin Regan

2:15 - 3:15 p.m.

In the increasingly crowded cider and alcoholic beverage marketplace, your trademark helps set you apart from the rest. Understanding the basics of trademark law is key to developing your brands, taking steps to protect them and avoiding costly trademark disputes. An ounce of prevention is worth a pound of cure.

LOCATION: Grand Ballroom DE **TRACK: Legal & Compliance**

Session Descriptions

FRIDAY (continued)

The Yeast Whisperer

SPEAKER | Shea Comfort

2:15 - 3:15 p.m.

This is a CiderCon classic session. We bring Shea Comfort back year after year, because frankly, this session is beloved. If this is your first time to CiderCon and you are newer to the cider making game, do not miss this! Comfort will cover understanding fermentation and provide a practical guidance to nutrition, strain selection, fermentation management and style creation.

LOCATION | Grand Ballroom FGH

TRACK | Cider Making (Sponsored by CINA)

Pet-Nat Cider: Technique and Taste

MODERATOR | Mike Reis

Panelists: Ryan Burk, Tony Coturri, Lisa Hinton, Lyndon Smith

2:15 - 3:15 p.m.

Pétillant naturel (aka pét-nat or méthode ancestrale) is a method of carbonating wine or cider by finishing primary fermentation in the bottle, trapping carbon dioxide inside the vessel. This has become an increasingly popular method for finishing fermentation among cider makers and natural winemakers. Discuss techniques of pét-nat production and taste through different ciders showcasing this lively and rustic method of cider production.

LOCATION | Junior Ballroom 1-2

TRACK | Cider Making (Sponsored by CINA)

SESSION TRACK KEY

-  SALES & DISTRIBUTION
-  MARKETING & TRENDS
-  CIDER MAKING (SPONSORED BY CINA)
-  LEGAL & COMPLIANCE
-  SENSORY EVALUATION
-  APPLES & ORCHARDING
-  BUSINESS & BEYOND
-  FLAVOR & TERROIR
-  TICKET REQUIRED
-  TASTING / SENSORY COMPONENT



Building a Sensory Program from the Ground Up

SPEAKERS | Lindsey Barr, Adam Cary

2:15 - 3:15 p.m.

Presenters will discuss considerations and steps involved in the development and implementation of a sensory program at cider houses of all sizes. Topics covered will be relevant to small local operations, larger regional cideries and those in between. Methods for the evaluation of cider for product development and quality assurance, as well as strategies to develop, train and implement a formal sensory panel will be presented and displayed through interactive tastings throughout the talk. Participants will walk away knowing how to enhance their craft by using tasting data to make everyday production decisions.

LOCATION | Junior Ballroom 3-4

TRACK | Cider Making (Sponsored by CINA)

Tannin Content of Hard Cider: How Tannins Protect and Improve Sensory Components in Cider

SPEAKER | Matt Wilson

3:45 - 4:45 p.m.

Apples contain varying levels of naturally present tannins, which have many beneficial effects on cider quality components. Tannins can inhibit various microbial communities, limit oxidation and the subsequent browning of color, increase aromatics and enhance quality sensory characteristics such as structure, astringency and body. This presentation will review what tannins are, the varying forms, their sensory contribution in cider and the tannin content of apples from around the world, both heirloom and dessert. There will be a short sensory component to showcase how tannins are perceived in the mouth, with an emphasis on balancing sweetness and structure. We will showcase the practical application of tannins in the cider to improve filtration, manage volatile sulfur compounds and their application in combating oxidation and improving cider quality.

LOCATION | Room 208

TRACK | Cider Making (Sponsored by CINA)

Is That My Fault?

SPEAKER | Bri Ewing Valliere

3:45 - 4:45 p.m.

This interactive presentation will demonstrate faulty ciders and explain how those faults can occur. We will create ciders that have a variety of aroma faults including H₂S, Brettanomyces, indole, acetic acid and more. Then, we will go into detail explaining how these faults arise and how to prevent them.

LOCATION | Room 210-211

TRACK | Cider Making (Sponsored by CINA)

Labeling Requirements for the Cider Industry: Over and Under 7%

SPEAKER | Janene Grace

3:45 - 4:45 p.m.

You may have attended TTB's session on federal regulations, but there is more to learn. In this session we will build on the TTB presentation and discuss things like FDA label requirements, bottle deposit statements and a few other state issues. We will also look at the TTB requirements from a real-life perspective.

LOCATION | Grand Ballroom ABC

TRACK | Legal & Compliance

Sticky Business: Distribution Issues in the Cider Industry

SPEAKER | Bethany Matef

3:45 - 4:45 p.m.

This session will focus on how cider's unique position in the alcohol world affects its distribution. We will cover state alcohol "franchise" laws that may apply to cideries' relationships with distributors. We also will discuss general tips for drafting and negotiating distribution agreements, including the "top 10" items for cideries to include in their distribution agreements.

LOCATION | Grand Ballroom FGH

TRACK | Legal & Compliance

Terror Spotlight: Western Massachusetts

MODERATOR | Ria Windcaller

PANELISTS | Soham Bhatt, Steven Gougeon, Field Maloney

3:45 - 4:45 p.m.

New England was the Plymouth Rock of cider in the United States for the colonists and western Massachusetts is the launch pad of the modern day U.S. cider market. It was here in 1984 that West County Cider and the Meloney family rekindled America's love affair with cider. Thirty-six years forward to 2020, it's a perfect time to explore the terror of cider in western Massachusetts. We'll taste some ciders and discuss technique, apples, flavor, culture and history.

LOCATION | Junior Ballroom 1-2

TRACK | Flavor & Terroir

Narrative of Place

MODERATOR | Dan Pucci

PANELISTS | Robby Honda, Megan Larmer, Sam Perry

3:45 - 4:45 p.m.

Contemporary cider's rise in popularity is not just about taste but the role that it fills within the communities that produce it. This panel hopes to examine how cider makers build brand narratives and stories through the places touched by their cider and their cider making process. It will talk to cider makers of different scales about how they incorporate these ideas into how they present and talk about their ciders to different markets.

LOCATION | Junior Ballroom 3-4

TRACK | Flavor & Terroir



Gingerberry

**SPONSORED BY CROOKED CIDY CIDER
OAKLAND, CA**

MAKES 1 COCKTAIL

2-3 1/2-inch round slices fresh ginger

1/2 oz sour cherry syrup

1 1/2 oz pommeau-style cider

1/2 oz fresh lemon juice

3-4 oz ginger or berry cider

Garnish: cherry, candied ginger

Glass: Collins

DIRECTIONS:

Place the fresh ginger and cherry syrup into a mixing glass and muddle to release the flavors. Add the pommeau-style cider and lemon juice then top with ice, cap and shake vigorously to combine. Strain into a Collins glass filled three-quarters full with ice. Top with cider and garnish.



The 2020 CiderCon sessions are brought to you by the following experts, makers, growers and enthusiasts

Devon Bergman is the CEO and co-founder of Social Standards, a consumer market research platform. He drives the company's vision, strategy and growth as it strives to change the way data is used for consumer research. Bergman has more than 15 years of experience in the consumer technology space including extensive expertise in creating solutions to structure complex data sets and build analytical tools at SAAS-driven businesses. Before devoting his work full time to Social Standards, his previous leadership roles focused heavily on identifying market trends and correlating them with customer feedback to drive innovation.

SESSION | Cider Adjacent: Emerging Beverage Alcohol Trends

Soham Bhatt is the co-founder of Artifact Cider Project in western Massachusetts, which he helped launch in 2014. With the desire to make exceptional cider a more widely celebrated characteristic of the Northeast, Artifact makes forward-looking cider that respects tradition, but refuses to be limited by it.

SESSION | Terroir Spotlight: Western Massachusetts

Kristine Bocchino is the US Ambassador for Healthy Hospo, a nonprofit working to build a healthier, happier, more sustainable hospitality industry.

SESSION | Under the Influence: Alcohol, Mental Health & Finding Balance in the Beverage Industry

Ambrosia Borowski is the general manager and spirits director of The Northman and The Northman Beer and Cider Garden in Chicago. Passionate about education through 'Inebriation, Borowski' teaches spirit and cider courses in the city and loves to hold class at her bar. She is a judge at The Great Lakes International Cider Competition and the Beverage Tasting Institute. She is well traveled across a unique booze landscape, combining an inventive mind and adventurous spirit to create special beverage programs for The Northmans, without forgetting that the main job of a bartender is to serve people.

SESSION | Side by Side: Beer, Wine, Spirits and Cider Elements of Cider

Caitlin Braam is the principal at Caitlin Braam Creative, a business, branding and marketing consultancy, and president of ZAPA Wines. Formerly, Braam was Angry Orchard's brand strategist and cider specialist; responsible for driving education, engagement and industry relations for the brand. She was also president of Seattle Cider Co. and Two Beers Brewing Co., leading business development, marketing and industry relations for the two companies. Braam began her career as a television reporter in the Midwest before moving to Seattle to pursue a career in public relations. She eventually opened her own business, managing marketing, branding and PR for local breweries, restaurants and distilleries. She is a Certified Cider Professional, WSET Wine Level 2 Certified and a Certified Beer Server.

SESSION | Building Your Brand Through the Tasting Room

Carolyn Alburger is the Ester Cities Director at Vox Media, Inc. **SESSION | Under the Influence: Alcohol, Mental Health & Finding Balance in the Beverage Industry**

Travis Alexander is a postdoc in the Department of Horticulture at Washington State University and an instructor of Sustainable Agriculture at Skagit Valley College. Travis's post-doctoral work involves evaluating current metrics of cider apple fruit quality to provide growers with a more optimized means of assessing quality up to and at harvest. Travis's instructional responsibilities include delivery of a range of horticultural courses from greenhouse production to agricultural business planning.

SESSION | Orcharding in the West

Lindsay Barr has a decade of experience working as a sensory specialist for New Belgium Brewing and is a co-founder of DraughtLab Sensory Software. She holds a master's degree in food science and technology from the University of California, Davis and served as the chair of the ASBC Sensory Committee for five years where she developed and published seven new sensory methods. Barr believes that flavor is the most important factor in determining cider quality and has set her sights on continuing to develop tools focused on helping cider makers use their senses to inform everyday production decisions.

SESSION | Building a Sensory Program from the Ground Up

Mattie Beason has been in the restaurant business for the last 20 years in Durham, North Carolina. He has most recently seen success with small plates and patting bar Six Plates, gastropub Mattie B's and Black Twig Cider House, a cider and food pub. He has been a part of the cider community and active in the American Cider Association (ACA) for the last six years. Beason has spent the last year and a half furthering his interest in cider by joining Stern Ciders out of Denver, Colorado.

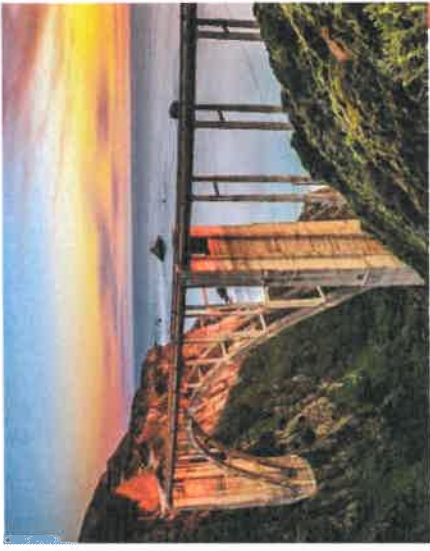
SESSION | What Retailers Really Want: Bay Area Edition

Dede Beck is a co-owner, business and marketing manager of Uncle John's Cider Mill/Hard Cider. Uncle John's is an industry pioneer in the direct-farm marketing and agritainment industry, drawing 250k+ visitors annually. In 2003, Uncle John & began producing hard cider commercially in conjunction with opening the on-farm tasting room. Beck graduated from Central Michigan University with a degree in journalism, with her direct focus on marketing and advertising. In her spare time, she enjoys cycling, skiing, kayaking and drinking great cider.

SESSION | Rock Your Rebrand

John Behrens is the founder and president of Farmhaus Cider Co. located in Hudsonville, Michigan. The company was founded in 2015 and has gone on to win many national and international accolades and awards. Behrens began his first term as president of the Michigan Cider Association in 2018. Previously, he worked as a certified public accountant for over 10 years at BDO USA and Steelcase. He holds an MBA from Grand Valley State University, in addition to degrees in Accounting and Finance.

SESSION | Denger Lurkst! Changing Perception of Safety in the Cidery



Danny Brager is the senior vice president of Nielsen's Beverage Alcohol Practice Area in the United States, supporting relationships with Nielsen's many cider, beer, wine and spirits clients, as well as with key industry groups and the media. In this role, Brager and his team supports the differentiated needs of Nielsen's Beverage Alcohol clients, and provides business information, analysis and insights, focusing on the U.S. retail environment and consumer/shopper. He has over 15 years of experience specific to the Beverage Alcohol industry, and for the past 30-plus years has held a variety of marketing and sales positions with Nielsen in both Canada and the United States.

SESSION | The Nielsen Report: Cider Sales Trends; Cider Adjacent: Emerging Beverage Alcohol Trends

John Bunker is an apple historian, gardener and orchardist. In 1984 he started the cooperative mail-order nursery Fedco Trees. In 2012 he founded the Maine Heritage Orchard in Unity, Maine. His recent book, "Apples and the Art of Detection," recounts his 45 years of tracking down, identifying and preserving rare apples. He lives with Cammy Watts on Superchilly Farm in Palermo, Maine. To contact him or to learn more about their activities, go to outsonlinebapples.com.

SESSION | Orcharding in the West

Ryan Burk is a native New Yorker and a lifelong student of fermentation and agriculture. As head cider maker, he oversees production, new product development and orcharding at Angry Orchard's 60-acre farm in the Hudson Valley. Prior to joining the Angry Orchard team, Burk racked up years of professional cider making experience in Michigan, with a particular focus on barrel aging and natural fermentation. He serves as a board member to the American Cider Association (ACA) and the Cider Institute of North America (CINA), and has been recognized by USA Apple's "Young Apple Leaders," Wine Enthusiast's "40 under 40" as well as Imbibe Magazine's "Imbibe 75" for his leadership, collaboration and innovation in the cider industry.

SESSION | Pat-Nat Cider: Technique and Taste; Aging Cider



◉ **Adam Cary** is the quality assurance manager at 2 Towns Ciderhouse. He earned a BS in biological sciences from Michigan Technological University with a minor in microbiology, which is where his interest in fermentation was first piqued. He entered the industry immediately after school, first working in packaging at Rogue Ales before joining the team at 2 Towns in December 2014 working in the cellar. Since joining 2 Towns, he has led the creation of the quality department, establishing analytical and microbiological testing as well as developing the sensory program.

SESSION | Building a Sensory Program from the Ground Up

◉ **Laura Cherry** is the owner of Dragon's Head Cider, on Vashon Island, Washington. She and her husband, Wes, started the business in 2010. Her background is in consumer product management and IT project management. After the last nine years, she also has experience in harvesting and pressing apples, fermenting juice, labeling cider bottles, mopping cider house floors and pouring samples for customers. Dragon's Head is both an orchard and cidery, focusing on carefully selected apple and pear varieties, pressing only the highest quality fruit, fermenting with patience and bottling in 750-milliliter bottles and a handful of kegs.

SESSION | Being Small

◉ **Tanya Clark** is the founder of Jigger + Dash, an organization dedicated to hosting wellness events and offering helpful resources for the hospitality industry.

SESSION | Under the Influence: Alcohol, Mental Health & Finding Balance in the Beverage Industry

◉ **Shea A.J. Comfort** helped start MoreWine! in 2000. Over the next four years he did intensive fermentation research on yeast, oak, malolactic bacteria, tannins and oxygen. During this time he also created and taught an amateur winemaking program, educated the company staff and created a series of technical, how-to manuals. Since 2001 he has been an ongoing contract winemaker for Lallemand, creating yeast, malolactic bacteria and nutrition research trials, along with giving technical winemaking presentations on their behalf throughout the country. Since 2007 he has been working with individual wine and cider makers through his independent winemaking consultation business, yeastwhisperer.com.

SESSION | Yeast Whisperer: Aging Cider

◉ **Chris Condos** is a California native, but only three generations from Greece. After graduating with a degree in plant ecology, he went on to study viticulture and enology at the University of California, Davis. In 1995, Condos went to work for Pine Ridge Winery in Napa Valley as the enologist. In 1997 he co-founded Ynum Cellars, producing just 900 cases in 1997 and currently selling 100,000 cases in 2018. In 2008 Condos and his wife, Suzanne Hagins, started Horse & Plow Winery in Sonoma County, focusing on certified organic grapes from the North Coast and cider from Sonoma County. They opened the Horse & Plow tasting room in Sebastopol in 2016 and are now selling half of Horse & Plow production direct to consumers.

SESSION | Being Small

◉ **Gabe Cook** is the Ciderologist, and through world-class and award-winning writing, teaching, tasting, training and judging, he is changing the way the world thinks and drinks cider.

SESSION | The Full Juice: An Update on Grassroots UK Cider Projects



◉ **Jennie Dorsey** is the chief cider curator, general manager, buyer and cider maker for Schilling Cider House Portland and a founding member of Pomme Boots Society for women in the cider industry. She was given the distinguished award of Cider Server of the Year in 2018 by the American Cider Association (ACA), and is a working member of the Cider Certification team. Dorsey is passionate about all food and beverage, cinema, vintage lifestyle and can always be spotted by her brightly colored hair.

SESSION | Using Education Programs to Drive Sales

◉ **Daniel Emerson** started Stonewell Cider in 2010, one hailing from a corporate background and the other an art historian and the daughter of a French vigneron. Based in south Cork, using apples from their orchard, they set out to create accessible craft fermented all-juice ciders for the Irish consumer. Now with multiple international accolades under their belt and sales in over 14 countries, they have extended their ciders to include broad and eclectic styles. Alongside its classic ciders Stonewell has a growing range of apple wines.

SESSION | Independent Irish Makers: The Cider and Their Stories

◉ **Jana Daisy Ensign** has been a champion of the craft beverage industry for over 15 years. Her breadth of experience encompasses distribution, sales, forecasting, brand brokerage, recruitment, hiring, training, management, networking, promotions, marketing and events. She was a founding member of Pomme Boots Society and served as national cider ambassador for Finniver Farm & Cidery. She is published and featured in *Cidercraft* magazine, a contributing writer to *Brewpub* and, as a certified yoga instructor, hosts *Asanas & Apples*, nourishing yoga and cider experiences. She tends a small orchard with her family on their historic farm in Oregon City, Oregon, Earth & Sky Farm, and currently serves as program manager for the Northwest Cider Association.

SESSIONS | High Functioning: Alcohol and the Beverage Industry: Nitty Gritty: Getting Technical on Distribution

◉ **Bri Ewing Valliere** is a clinical assistant professor and fermentation specialist with Washington State University (WSU) in Mount Vernon, Washington. For the past two years, she has been teaching the WSU Cider & Perry Production courses and participating in cider fermentation research, recently focusing on yeast nutrition and cider food safety. She previously worked on the production side of the wine industry in California and New Zealand between her years earning a B.S. in molecular environmental biology from the University of California, Berkeley and an M.S. in food science and technology at Virginia Tech.

SESSION | Is That My Fault?

◉ **Amie Fields** is a co-founder and director of sales and brand development at Botanist and Barrel in central North Carolina. After a lifelong career in wine, sourcing, importing and distributing, Fields realized that the winemakers have all the fun. She joined her husband and sister-in-law with the dream to build something special from the ground up, and in 2017 Botanist and Barrel was born. Fields oversees distribution for cidery and winery in six states and is one of a handful of people awarded the pommeier certification from the American Cider Association's Certified Cider Program. She is a Certified Level 1 sommelier through the Court of Master Sommeliers and was chosen as a judge at the Great Lakes International Wine and Perry competition.

SESSION | Using Education Programs to Drive Sales

◉ **Tony Coturri** has been making wine professionally since 1978. He began making apple cider in 2008. He started using feral apples and then, as the project grew, cultivated fruit for the consistency and availability of larger quantities. The same principles used in his winemaking applied to his cider production: native yeasts, no SO2 and oak barrels for fermentations and aging. The wines and ciders are bottled with nothing added including SO2. In 2016 he began making pét-nat ciders and those have been the majority of his production with occasional bottlings of still ciders.

SESSION | Pét-Nat Cider: Technique and Taste

◉ **Aidan Currie** is the founder and head cider maker at Swift Cider in Portland, Oregon. He caught the bug for fermentation in college while working a summer job at Deschutes Brewery, which led him to found his first beverage company selling organic root beer at the local farmers' market. He founded a nano cidery business in 2013 under the name OutCider, which operated briefly before pausing to find new partners and rebrand as Swift Cider in 2015. Currie has grown his cidery business organically from 300 gallons a year to 45,000 gallons, with two major rebrandings and, most recently, a relocation into a new production facility in 2019.

SESSION | Rock Your Rebrand

◉ **Marie Davenport** is the force behind Lime Ventures, an unapologetically elitist beverage distributor that has made hundreds of otherwise unobtainable premium beers, ciders, and meads available throughout California since 2009.

SESSION | Nitty Gritty: Getting Technical on Distribution

◉ **Beth Demman** is a freelance writer, journalist and B1C beer judge based in San Diego. She received the North American Guild of Beer Writers 2019 Diversity in Beer Writing Grant and is the beer columnist at *San Diego Magazine*, as well as a regular contributor to *West Coast Magazine* and *Edible San Diego*. Her work has appeared in *Savour Magazine*, *Good Beer Hunting*, *Vice MUNCHIES*, *SevenFifty Daily* and many more publications. Visit her website at bethdemman.com.

SESSION | Side by Side: Beer, Wine, Spirits and Cider



◉ **Andrew Byers**, working at Finniver Farm and Cidery for the last seven years, is a cidery catalyst and culinary botanist with passion for details and the meanings underneath.

SESSION | Clicks & Cliques: Tactics for Direct-to-Consumer Channels

◉ **Amigo Bob Cantisano** is a ninth generation Californian who has spent decades involved in the organic farming movement, including helping to found California Certified Organic Farmers (one of the first organic certification agencies), the farm supply company Peaceful Valley and the Ecological Farming Conference (EcoFarm). More recently Cantisano has been focused on finding, identifying and preserving the thousands of fruit trees and ornamental species planted by 19th century pioneers in the counties near his home in California's Sierra Nevada foothills through the non-profit Felix Gillet Institute ([felixgillet.org](http://feligillet.org)).

SESSION | Overhauling in the West

◉ **Jamie Carrao** has led the charge as general manager for Angry Orchard's cidery and orchard in New York's Hudson Valley since opening their doors in late 2015. She has helped grow the destination through agritourism and taproom programming to be a multimillion-dollar business. She's happy to share her tips, tricks and flat-out fails. Carrao is a New York native and also an active board member for the New York Cider Association.

SESSION | Building Your Brand





◉ **Liza Fierro-Cioffi** is co-owner of Courthouse Creek Cider Company in Maidens, Virginia.

SESSION | Building Your Brand Through The Tasting Room

◉ **Susanna Forties** is one half of Little Pomona Orchard & Cider in Herefordshire, with her husband James. Together they are helping to reshape the perception of cider with small batches of flavor-fueled ciders, focusing on terroir and the wonderful apples in the local environs. Author of 'The Cider Insider', she is the publisher of *Full Juice*, the quarterly magazine founded with Gabe Cook, Bill Bradshaw and Pete Brown. Co-chair of Cider Women, the new UK-based group for those involved with and interested in cider, Forbes is responsible with pomologist Jane Peyton for coining the hashtag #RethinkCider. A regular on the judging circuit, she fervently believes that cider's incredible potential is only just beginning to be realized.

SESSIONS | Independent Irish Makers: The Cider and Their Stories; The Full Juice: An Update on Grassroots UK Cider Projects

◉ **Jill Giacomini Basch**, together with her family, launched Point Reyes Farmstead Cheese Company in August, 2000 on their Marin County dairy farm. The company is internationally regarded as a premier producer of award-winning, hand-crafted cheeses, including Original Blue, Bay Blue, Toma and Gouda. Farming responsibility has been a focus of the Giacomini family, with specific attention on humane animal welfare, water conservation and land stewardship.

SESSION | Success and Values: Point Reyes Farmstead Cheese Company

◉ **Chris Gerling** is an extension associate in the Department of Food Science at Cornell University. He works with the craft beverage industry to create educational programs that support the growth and improved quality of premium wines, ciders and distilled spirits. He is the manager of the Vinification & Brewing Technology Lab, where fermentations are conducted for research projects and applied trials; and the Cornell Craft Beverage Analytical Lab, where products may be submitted for troubleshooting, routine analysis or sensory appraisal. Gerling also organizes and conducts workshops and seminars that focus on production and analytical techniques for farm-based beverages. He also is a member of the Cider Institute of North America's (CINA) executive committee.

SESSION | Use and Abuse of SO2



◉ **Tim Godfrey** is the head cider maker at Golden State Cider in Healdsburg, California. He draws inspiration from the profound sense of place that exists in the orchards of west Sonoma County, and the terroir-driven ciders they can create. Godfrey puts an emphasis on creating ciders that are authentic to the apples they are made from and the people that grow them.

SESSIONS | Rock Your Rebrand; Using Education Programs to Drive Sales

◉ **Mark Goodwin** is founder of the Pin Project, a community driven charity focused on improving the wellness, health and most importantly, love and understanding in regards to sobriety in the working life.

SESSION | Under the Influence: Alcohol, Mental Health & Finding Balance in the Beverage Industry

◉ **Steve Gougeon** started Bear Swamp Orchard-Distillery and Cider with his wife Jennifer Williams in Ashfield, Massachusetts, as a hobby that got out of control. Having homebrewed and fermented since the early '80s, they saw the abandoned orchard on land they purchased from Gougeon's parents as a source of free booze. They started offering organic PYO in 2006 and committed to rehabilitating the abandoned orchard. Going commercial with hard cider in 2011, they used the fermenting practices of farmers in the past as a model: all wild fermentations, unfiltered and unsoftened. Fans of spirits and Calvados, they got a still in 2017 and have started to produce and age small quantities of apple brandy.

SESSION | Terroir Spotlight: Western Massachusetts

◉ **Janene Grace** has worked in alcohol regulatory compliance for over 14 years, including as regulatory manager at a large craft brewery and cidery, and field investigator at Alcohol and Tobacco Tax and Trade Bureau (TTB). During her time at TTB, she conducted investigations, advised permittees in compliance matters and presented at winery seminars, focusing on label approvals, record keeping, reports and taxes. In 2015 she established Grace Regulatory Consultants, in which she uses what she has learned working on both sides of the regulatory world to assist cideries, wineries and breweries with a range of state and federal compliance issues.

SESSION | Label Compliance Over and Under 7%

◉ **Bethany K. Hatel** is an attorney in the law firm of McDermott Will & Emery LLP, based in the firm's Washington, D.C. office. She is a member of the firm's Alcohol Regulatory & Distribution Group, where she concentrates her practice on a wide variety of regulatory and distribution issues in the alcohol beverage industry. A Chambers-recognized practitioner, Hatel regularly counsels alcohol industry clients on federal and state requirements relating to the production, marketing, distribution and sale of beer, wine, cider and spirits. She assists clients in negotiating and entering into distribution relationships and provides counsel on the impact of state franchise requirements on supplier-distributor contracts. Hatel frequently advises clients on the legality of promotional programs and related activities under federal and state trade practice laws and regulations. She often navigates state restrictions on direct-to-consumer deliveries of alcoholic beverages.

SESSION | Sticky Business: Distribution Issues in the Cider Industry

◉ **Steven Harrison** is the co-founder of Zero Link Markets, having led the development and launch of VinoShipper.com in 2007. With the fastest adoption rate in the industry, VinoShipper is solving the wine industry nightmare which previously held back the success of a majority of wine brands due to the complexities and expense of assuring compliance, tax collection and reporting required for direct to consumer sales. An early adopter of technology to streamline business processes, Harrison has led information technology, human resources, finance and manufacturing in software development, filter manufacturing, consumer products, medical devices and trading with the Department of Defense, providing a wide expertise and compliance requirements.

SESSION | Clicks & Cliches: Tactics for Direct-to-Consumer Channels

◉ **Darlene Hayes** is a cider expert and author of 'Cider Cocktails - Another Bite of the Apple.' She has traveled throughout the world interviewing cider makers, growers and researchers, all the while drinking many fabulous ciders and trying to wrap her head around cider, past and present. She is a well-regarded international cider judge and teacher and writes about cider for a variety of publications, including a regular column for *Spirited Magazine*, as well as at allintocider.com. She makes a bit of cider of her own from her orchard where she is conducting research on the impact of terroir on apples used for cider.

SESSIONS | Being Small; Principles of Primary Food Cider Taste Interactions



*Redfield's
Hot Apple Cider*

**SPONSORED BY
REDFIELD CIDER AND BOTTLE SHOP
OAKLAND, CALIFORNIA**

INGREDIENTS

**2.5 ounces French Pommeau
4.5 ounces fresh apple juice**

**Lemon slice
Ground cinnamon**

DIRECTIONS

Heat apple juice to 180 degrees. Pour 2.5 ounces of Pommeau into a mug, top with 4.5 ounces of heated apple juice. Garnish with a lemon slice and a pinch of ground cinnamon. Serve immediately.



o **Talia Haykin** has worked in marketing and public relations for 15 years. She pioneered social media marketing back in the days of Friendster and MySpace. After receiving her master's degree from the University of Denver, she was invited back to help develop a social media marketing-focused master's degree. Prior to starting her freelance career, she served as the chief marketing officer of a large nonprofit organization in Denver.

Haykin and her husband started making cider in 2013 as hobbyists and opened Haykin Family Cider in February 2018 after winning Best Cider at Franklin County CiderDays and Best in Class at GLINTCAP.

SESSION | To-Do's for Social Media Greatness

o **Lisa Hinton** is the winemaker/co-founder of Old Westminster Winery in Maryland. She is crafting some of the best wines and ciders found in the Mid-Atlantic — agri-drinks that reflect the region's unique geology and climate. She believes in site-specific wines, wild yeast fermentations and minimal intervention. Most importantly, her wines and ciders are a pleasure to drink.

SESSION | Pet-Nat Cider: Technique and Taste

o **Robby Honda** is the owner and cider maker at Tanuki Cider. He has been known to fire up a good laugh and a deep weep. He lives and plays with his wife and two small kids in Santa Cruz County, California.

SESSION | Narrative of Place



o **"Dr. J." Jackson-Beckham** has dedicated her career to the study of American beer. As a college professor, she has published social commentary, journal articles and book chapters about the cultural economy of American beer. As public intellectual, she has provided expertise about contemporary beer culture on radio shows, podcasts and for dozens of news and entertainment media outlets. As a speaker and educator, she has inspired others to advocate for seminars in the craft beer community in keynote addresses and seminars across the United States and internationally. She is the founder and executive director of Craft x EDU, a nonprofit organization whose mission it is to champion inclusion, equity and justice in the craft beverage community, and the first-ever diversity ambassador for the Brewers Association.

SESSION | Being Friendly Isn't Enough: Strategies and Tactics for Being Inclusive and Building Diversity in Cider Industry

o **Mark Jenkinson**, along with his wife Fiona, is the cider maker, owner and operator of The Cider Mill, a cidery based on a small family farm and 12 acres of orchards in the heart of Ireland's Boyne Valley. As the makers of Ireland's only traditional keeved cider and cidery, the Jenkinsons are reviving the country's long-forgotten cider styles and cider-making techniques with the ultimate goal of producing unique and elegant ciders that excite, surprise and transcend people's understanding of what real cider truly is. And to return cider to its rightful position as Ireland's national beverage and original wine of the land as it once was for over a thousand years of Irish history.

SESSION | Independent Irish Makers: The Cider and Their Stories

o **Ryan Jojman** is the cider maker and orchard manager at Carbon Farm Plans in California in partnership with Gold Ridge Resource Conservation District and the USDA Natural Resource Conservation Service. He is the consulting team lead for Landscape Analytic Solutions and Regen Wise.

SESSION | Orcharding in the West

o **Scott Katsma** was born in Chicago but raised in Boise, Idaho. After graduating from Seattle Pacific University, he began working at Seattle Cider Co. in 2014 and became the head cider maker in early 2016. Katsma is currently the director of fermentation and innovation for Seattle Cider, two Beers Brewing and Sound Craft Seltzer. He is also currently serving as secretary on the Northwest Cider Association executive board.

SESSION | Danger Lurks! Changing Perception of Safety in the Cidery

o **Pat Knittel** is the owner and cidemaker at Wrangletown Cider Company in California. Knittel's approach to cider is informed by her strong background in producing fine wines.

SESSION | Side by Side: Beer, Wine, Spirits and Cider Orchard



o **Tom Krywko** joined Sea Cider in 2017 as the operations manager. He oversees a team of eight staff involved in orcharding, cider-making, supply chain and distribution. As a key member of Sea Cider's management team, he brings his expertise in business planning, risk management, resiliency and organizational culture to the company. Prior to joining Sea Cider, Krywko worked in the manufacturing and technology sectors where he provided senior management direction in operations, engineering, project management and quality. He also has many years of experience developing health and safety programs using an inclusive approach that encourages collaboration and learning.

SESSION | Danger Lurks! Changing Perception of Safety in the Cidery

o **Megan Larmer** directs the regional food program at the Glynnwood Center for Regional Food and Farming. She leads projects that convene food and farming professionals to execute training, collective efforts and creative projects that further the development of regional food system in New York's Hudson Valley. Primary among these are Glynnwood's Cider Project, the Hudson Valley CSA Coalition and Kitchen Cultivars. Previously, Larmer was Director of Strategic Initiatives and Community Outreach for Slow Food USA. Larmer has a broad range of experience in food and agriculture, including 10 years as a restaurant professional, managing farmers markets and community gardening.

SESSION | Narrative of Place

o **Ned Lawton** and his wife, Michelle, brought Ethic Ciders to life in 2015 after purchasing a farm and old apple orchard in Sebastopol, California, in hopes of bringing more nature connection to their young children. Five years into tending to the land through regenerative farming practices, their orchard is now 100-percent organically certified and has been declared by the NCRS a test site for implementation of the first ever carbon-farming apple orchard. They have also experimented with grafting many cider varieties into the orchard that now hosts 15 different varieties that are new to this land. Ethic Ciders' farm has also been awarded the Fish Friendly Farming designation certifying that their farm promotes healthy watersheds and prevents unnecessary sediment run off.

SESSION | Carbon Farming: Creating a More Resilient Orchard

o **Molly Leadbetter** is one of the co-owners of Merwether Cider Co., an award-winning cidery in Boise, Idaho. Along with her sister and parents, she founded Merwether Cider in 2015 and Idaho's first Cider House (with ciders from around the country and world) in 2018. She is the social media and marketing director for both businesses. She focuses her marketing on community-mindedness, hospitality, cider culture, education and fun. She holds a B.A. in psychology from The College of Idaho.

SESSION | To-Do's for Social Media Greatness

o **Ron Leedy** is the craft beer manager at Armadillo Willy's with seven locations in the Bay Area.

SESSION | What Retailers Really Want: Bay Area Edition

o **Eleanor Leger** is the founder of Eden Specialty Ciders of Vermont. Eden was established in 2007, and is a leading producer of ice ciders and harvest-driven ciders. Leger has served on the board of the American Cider Association, as a member of the Vermont Working Landscape Enterprise Board, and was a founder of the Vermont Cider Makers Association. In addition to leading the team at Eden, Eleanor writes about the economics of small cider production at cidermoments.com.

SESSION | Aging Cider: Small Cidery Paperwork: Tools for TB Forms & Taxes; Clicts & Cliques: Tactics for Direct-to-Consumer Channels

o **Courtney Mailey** founded Blue Bee Cider in downtown Richmond, Virginia, in 2012. After working in economic development for 12 years, she left the corporate grind in 2010. She attended cider school at Cornell University, apprenticed with Abemarie CiderWorks for one year then started getting Blue Bee Cider off the ground in 2012. She has been a leader of the Virginia Association of Cider Makers, the Scott's Addition Beverage District and the Virginia Wine Cooperative. Mailey is currently a board member of the Virginia Wine Distribution Co. and was appointed to the Virginia Wine Board by Governor Northam in fall 2019. Blue Bee Cider is still the only 100-percent, women-owned craft beverage company in Richmond.

SESSION | Being Small: Principles of Primary Food Cider Taste Interactions

o **Field Maloney** runs West County Cider, which was started in 1984, making it the longest-running cidery company in the United States.

SESSION | Terror Spotlight: Western Massachusetts



o **Jake Hann** (@shevimeisorchard) is an apple grower in Northern California's Pejaro Valley where his family has tended orchards for several generations.

SESSION | Orcharding in the West



Alva Mather focuses her law practice on alcohol beverage and cannabis regulatory and commercial matters. She represents companies in the alcohol beverage industry, including brewers, distillers, winemakers, importers and retailers. Additionally, she works with clients in the growing cannabis space and has in-depth knowledge of the evolving legal and regulatory issues facing this industry. A nationally recognized lawyer, Mather combines

her extensive knowledge of the commercial and legal landscape, as well as her deep understanding of the beverage industry, to help clients mitigate risk, respond to challenges and capture and pursue new business opportunities. Her work spans a number of traditional areas of legal practice that affect alcohol beverage and cannabis companies, including litigation, intellectual property, trade and tax.

SESSION | *Marijuana's Regulatory Environment and the Implications for Cider*

Eric McCrory is a certified cider professional and the head of cider education for The Boston Beer Co. and Angry Orchard. As a cider advocate and educator, McCrory currently sits on the advisory board for the Certified Cider Professional Program to further drive cider education and enthusiasm across the country. After seven years of running sales in Chicago, he was asked to take over Boston Beer's product education department given his background as an advanced cicerone and love of all things cider. Since Angry Orchard's launch in 2011, McCrory has been instrumental in establishing a rich cider culture at the Boston Beer and has built cider education programs for both internal and external use. Today, he spends time traveling the world to educate both the Boston Beer sales force as well as wholesale and retail partners on all things cider.

SESSIONS | *Sales Academy: Techniques for Cideries of All Sizes; Using Education Programs to Drive Sales*

Liam McDonnell set on his own after working with a global brewing giant, starting Legacy Irish Cider in 2015 in Ireland's County Waterford. In doing so, he became the third generation of apple growers in his family. Legacy Irish cOder is made with pure apple juice from eating, culinary and bittersweet apples using single variety fermentation.

SESSION | *Independent Irish Makers: The Cider and Their Stories*



Charles McConegal started making mead under his college desk as a student biochemist. Several decades later, he still ferments small batches of exquisite cider, perry and even a little mead. He and Melissa McConegal started Zeppe/Treow Winery in 2001 to make estate grown cider (and perry) from hard to grow, sometimes imported, fruit. In between times spent writing bios, he shares a little of what he's learned about the chemistry of cider taste and aroma. And performing experiments. Mad experiments. MAD, they say!

SESSION | *Elements of Cider*

Felix Nash set out as a cider merchant, founding The Fine Cider Co. in London, five years ago. Dedicated solely to seeking out the best bottles of cider and perry across the country, Nash's aim is to help cider to become a far finer thing, known a little more for its qualities that can rival wine. His book "Fine Cider: Understanding the World of Fine, Natural Cider" was released worldwide earlier in the year, and today The Fine Cider Co. supplies many of the best restaurants in the UK, such as The Fat Duck, L'Enclume, The Clove Club and Lyle's.

SESSION | *The Full Juices: An Update on Grassroots UK Cider Projects*

Kristen Needham is Sea Cider's founder, owner, general and cidermaster. A fifth-generation farmer, 20 years ago Needham switched from an international development consulting career focused on food security and environmental management by picking up a shovel and transforming her family's culinary apple orchard into a certified organic cider apple orchard comprised primarily of bittersweets and bittersharp. She is a founding board member of the British Columbia Farm Crafted Cider Association and the Cider Institute of North America (CINA), as well as a board member of the Northwest Cider Association and the BC Beverage Technology Access Centre.

SESSION | *The Beginner's Guide to Cider Analysis: How to Build a Cider/Lab on a Budget*

Brigid O'Keane is the Executive Director of the Cider Institute of North America (ciderinstitute.com); a non-profit organization with the mission to support a quality-driven and sustainable cider industry through education and research. Steered by the industry for CINA, offers cider-specific training and certification for every stage of a career as a cider maker. Brigid joined CINA in 2018 with 15 years of experience in non-profit organization development in the agricultural and specialty beverage industries.

SESSION | *Cider Making in the Orchard: Elevating Apple Character Before Press*

Tom Oliver of Oliver's Cider and Perry makes cider and perry on the family farm in Oole Pycharid in Herefordshire, UK, from locally grown cider apples and perry pears. Full bodied and tannic ciders and elegant perris are his trademark, blending and collaborating are his pleasures. Oliver is dedicated to spreading the "word" and supporting the "Big Tent" approach for cider, while happily removing the odd tent pole when appropriate. He is currently fascinated by the cider/beer taste potential and the satisfaction that cider and food gives.

SESSION | *The Full Juices: An Update on Grassroots UK Cider Projects; Aging Cider*

Joanna Ory is a postdoctoral fellow at the University of California at Berkeley's Department of Environmental Science, Policy and Management. Her work has focused on answering the questions of how to reduce agricultural pesticide use and which environmental policies best protect water resources from pesticide pollution and promote soil health.

SESSION | *Orcharding in the West*

Courtney O'Rourke is a writer, a storyteller and a natural-born connector. Having grown up in Vermont surrounded by a bounty of cider mills, her love for the industry was ignited early on. A Colorado resident since 2010, she joined Stem Ciders in the spring of 2015, and as director of marketing and cider relations, has been crafting Stem's story ever since. O'Rourke holds over 20 years of experience in marketing and brand strategy, working with a variety of food and beverage, hospitality and CPG brands with her consulting company, Media Owl. Before joining Stem, she served as director of digital strategy for Zenzi, the social values agency. She cares deeply about quality, creativity, craft and the process of how things are made while sharing stories through social media channels and the printed word.

SESSION | *Building Your Brand Through the Testing Room*

Brad Page and his wife Kathie opened the Colorado Cider Co. in Denver, Colorado, in the fall of 2010. Page's background was in beer but he's over it. Starting with the Wynkoop Brewing Co. in 1988, he partnered with others in 1989 to open CooperSmith's Pub and Brewing in Ft. Collins, Colorado. After 10 years he and Kathie moved to Argentina and opened a brewery in Buenos Aires before things went "spat." They returned to Colorado in 2001 and after a brief alcohol hiatus, they started looking at cider again, after having researched it in the early '90s. They bought some land on the Western Slope, opened Colorado Cider Co. and planted trees. They are still at it.

SESSION | *Being Small: Principles of Primary Food Cider Taste Interactions*



California Sunset

SPONSORED BY THE CIDER JUNCTION
SAN JOSE, CALIFORNIA

MAKES 1 COCKTAIL

- 1 1/2 oz Spicy Pineapple Juice (Recipe Follows)
- 1/2 oz fresh lemon juice
- 1/2 oz agave syrup
- 1 oz apple ice wine
- 1/2 ounce granadine
- 2-4 oz hopped cider
- Garnish: Smoked Salt Rim (Recipe Follows)
- Glass: Rocks Glass

DIRECTIONS:

Lightly rub half the rim of a rocks glass with a lemon wedge then salt the rim with your smoked salt mixture. Combine the grenadine and apple ice wine in a jigger and pour into your salted rocks glass. Fill the salted rocks glass three-quarters full with crushed ice and set aside. Combine the rest of the ingredients except for the cider into a mixing glass. Fill with ice, cap and shake vigorously to combine. Strain into the salt-rimmed rocks glass and top with cider.

Spicy Pineapple Juice

- MAKES ROUGHLY 20 SERVINGS
- 32 oz organic pineapple juice
- 1-2 jalapeños, sliced into rounds
- 1 tbsp whole coriander seeds

DIRECTIONS:

Combine all ingredients in a mortar and pestle and grind until you have a nice, fine powder. Store in an airtight container. Strain out jalapeños and coriander seeds and store in the fridge for up to 3 weeks.

Smoked Salt Rim

- 12 g sugar
- 1/4 - 1/2 tsp cayenne powder

DIRECTIONS:

Combine all ingredients in a mortar and pestle and grind until you have a nice, fine powder. Store in an airtight container.

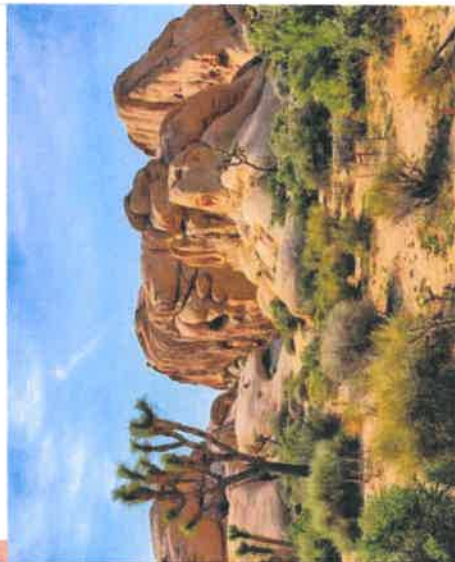


Keith Park is a horticulturist and certified arborist with the National Park Service, based in the San Francisco East Bay, specializing in cultural landscape preservation and maintenance. Park began his career in historic orchard at the Filoli Center estate in 1999, where he was responsible for the care of the Gentleman's Orchard. He holds a BS in environmental horticulture and an MA in historic preservation and lives in Martinez, California with his wife and daughter.

SESSION | Beginner's Pruning Workshop: Intro to Grafting

Gregory Peck is an assistant professor of horticulture at Cornell University's School of Integrative Plant Science. He has conducted fruit-crop production research in California, Washington, New York and Virginia. Dr. Peck is academic training spans horticulture, plant physiology, soil science, entomology, food science, plant pathology, ecology, agricultural economics and education. His research program is designed to support and improve the sustainability, productivity and profitability of tree-fruit producers. He is currently investigating the diversity of *Malus germplasm* that can be used for cider production and how pre-harvest orchard management affects cider quality. Dr. Peck was the American Cider Association's 2018 "Grower Advocate of the Year".

SESSION | Cider Making in the Orchard: Elevating Apple Character Before Press



Sam Perry is the manager of Fenceline Cider in Mancos, Colorado. Fenceline produces fine cider from traditional cider apple varieties as well as modern-style ciders from historic orchards in the high deserts of the Colorado Plateau. Perry also owns Outlier Farms Orchard & Nursery where he focuses on grafting rare and unique cider apples in hopes of one day developing a cider flavor profile unique to the Four Corners region.

SESSION | Narrative of Place

Dan Pucci, an upstate New York native, began his exploration of beverage through wine in New York City as a sommelier before jumping down the cider rabbit hole. He was the beverage director at Wassail, New York's first cider bar/restaurant. He is a co-founder of Wallabout Hospitality, specializing in culinary and hospitality consulting and operations. He continues to work with cider education, awareness and research.

SESSION | Narrative of Place

Brandy Rand has over 18 years of management experience in the beverage alcohol industry with previous positions at Allied Domecq Spirits & Wines, William Grant & Sons and Bacardi Limited. In these roles, she worked across multiple markets covering brand commercial strategy, trade marketing, consumer engagement and product innovation. At the IWSR Global Database, she leads the U.S. market across research, marketing, operations and business development as well regional expansion in the Americas. During her career, Rand has also held strategic consulting positions across media and CPC sectors with a focus on brand-building in a new business environment. She holds a bachelor's degree in anthropology from Tufts University and has done graduate studies at Harvard University.

SESSION | Global Cider Trends & Innovation

Kevin E. Regan is a registered patent attorney with a broad range of legal and regulatory experience in the private, nonprofit and government sectors. His current practice includes litigation, trademark registration and disputes, and other legal issues. Regan frequently assists cideries, wineries, wine grape-growers, breweries, distilleries and associated businesses across the country with their trademark protection needs. Previously, he clerked for a federal judge and was also a trial attorney for the U.S. Department of Justice in Washington, D.C. Regan also has a background in environmental science and biology.

SESSION | Trademark Law for Cideries

Mike Reis is the co-owner, beverage buyer and general manager of Redfield Cider Bar & Bottle Shop in Oakland, California. He also co-hosts the Redfield Radio podcast with his wife and business partner, Olivia Maki, and enjoys writing when he can carve out the time. His beverage writing has appeared regularly at Serious Eats and in the cider zine, MALUS. Reis is also CINA-certified by the Cider Institute of North America and was responsible for launching the cider category of the Good Food Awards, which he supervised for its first five years of existence.

SESSION | What Retailers Really Want: Bay Area Edition: Pés-Nat Cider: Technique and Taste



Dan Rinke's winegrowing career began with a B.S. in viticulture and minor in plant science from Fresno State University. After school, he worked as the assistant winemaker at Domaine Alfred, then as a viticulturist at Rhys Vineyards, both in California; and in 2007 he took the position as vinegrower (vineyard manager/winemaker) at Johan Vineyards in Oregon's Willamette Valley. In 2011, Rinke and his wife Kim Hamblin started Art+Science Cider+Wine on their property, Roshambo Art+Farm, a 50-acre farm that has hay fields, pastures, an annual music festival and a 15-acre diversified, no-till, biodynamic, dry-farmed, regenerative orchard.

SESSION | Carbon Farming: Creating a More Resilient Orchard

Emily Ritchie is the executive director of the Northwest Cider Association (NWCA). She oversees cider education and marketing for her cider maker members in Oregon, Washington, Idaho, Montana and British Columbia. The association's goal is to build Northwest cider from a niche market to the mainstream by connecting cider makers and cider drinkers. She has been with NWCA for five years. Portland, Oregon, is home. Before her role as executive director, she worked at the Oregon Department of Agriculture's Marketing Department, managing the Farm to School program.

SESSION | Clicks & Cliques: Tactics for Direct-to-Consumer Channels

Marcus Robert grew up on a family orchard, which he still owns and operates in Washington's Yakima Valley. He owns and operates a winery with his wife Amy and has been involved in the beverage business for 20 years. Robert is the cider maker and general manager of Tieton Cider Works where he has helped grow the company for the past 10 years.

SESSION | Cider Making in the Orchard: Elevating Apple Characters Before Press

Liz Rubin is the buyer of the wine, beer and spirits category manager at B+Rite in San Francisco.

SESSION | What Retailers Really Want: Bay Area Edition



David Rule has a unique knack for seeing opportunities where others see challenges. This instinct guides his management and strategic visions for the marketing of the booming Austin Eastciders brand, which has grown nationally 80% year-to-date under his tenure and is the top cider in Texas — having recently surpassed big beer juggernaut Angry Orchard. He is a member of the Austin Eastciders Leadership Team and is accountable to the operating plan and the board of directors. He oversees strategic branding, new product development and go-to-market strategy for the cidery's six core products and limited releases, as well as its taproom footprint, the Austin Eastciders Collaboratory.

SESSION | Rock Your Rebrand

Valerie Scott is the co-owner of Duluth Cider. She is a board member of the Minnesota Cider Guild.

SESSION | Cider Making in the Orchard: Elevating Apple Character Before Press

Krista Scroggs is the founder and winemaker of ZAF A Wines, based in Burlington, Vermont. Her wild-fermented, unfiltered and unfined bottlings debuted at Brumaire March 2018 and continue to draw rave reviews. Dedicated to regenerative farming and using hybrid grapes, Scroggs manages and farms two vineyards in Vermont and supports organic farms throughout the state by purchasing their fruit. She's also been known to ferment foraged apples and sometimes co-ferment them together. She is also the co-owner of CO Cellars, a working cellar, bar and collaborative label for ZAF A Wines + Shacksbury Cider. She has been featured on *Wine Enthusiast's* "40 Under 40 Tastermakers of 2018 List," *Imbibe's* 2019 75 Issue, touted as making "the wine of the future" by *VinePair* and more.

SESSION | Building Your Brand Through the Testing Room

Lauren Shepard is the cider director for Shelton Brothers Importers, a premiere artisanal beer and cider importer, where she works closely with producers and distributors. She is also the vice president of Culture Beverage, a distributor of fine ciders and beers, in Colorado, where she resides. Her passion for cider began while working at West Lakeview Liquors and as a freelance theatre director in Chicago, where she realized how nicely her interest in storytelling and fine drinks overlapped. She seeks to increase the variety of authentic ciders available in the U.S., and is proud to be able to work with talented cider makers worldwide.

SESSION | Nitry Grity: Getting Technical on Distribution: Side by Side: Beer, Wine, Spirits and Cider



Chris Shields is the director of education for Rhinegeist Brewery in Cincinnati, Ohio, where he performs staff, partner and public trainings on beer and brewing. Before this role, Shields served as a brewer during Rhinegeist's rapid growth and developed its cider program, and he was head brewer at Mystery Brewing in North Carolina for four years. He is an advanced cicerone, certified BCP judge, Certified Cider Professional and serves on the Education Committee for the Ohio Craft Brewers Association. He holds a master's degree in biological sciences and has studied at Siebel Institute of Technology.

SESSION | Using Education Programs to Drive Sales

Cameron Smith is the beverage buyer at Ramen Shop in Oakland.

SESSION | What Retailers Really Want: Bay Area Edition

Lyndon Smith is a co-founder, director of operations and cider maker for Botanist and Barrel. Farming and wine-making runs in Lyndon's blood. He grew up foraging for family meals and drinks at his grandparents' farm and that quickly evolved into a lifelong love of agriculture and fermentation. He founded a natural wine distribution company, Sour Grapes, in 2009 but left the wine business to start a small propagation apple orchard and blueberry farm in Leicester, North Carolina. Smith then joined his sister in running Cedar Grove Blueberry Farm in central North Carolina where Botanist and Barrel's farmhouse cidery and winery was launched in 2017.

SESSION | Péc-Ner Cider: Technique and Taste

Marc E. Sorini is a partner in the law firm of McDermott Will & Emery LLP, based in the firm's Washington, D.C. office. He leads the firm's alcohol Regulatory & Distribution Group, where he concentrates his practice on regulatory and litigation issues faced by supplier-tier industry members. His practice for cider makers includes distribution agreements, distribution counseling and litigation, formulation, labeling, promotional compliance, strategy and federal and state tax and trade practice enforcement defense.

SESSION | Marjuana's Regulatory Environment and the Implications for Cider

Elize Spitzenberg runs Shelton Brother Oregon — an intentional distribution that values integrity, honesty, and friendship. Shelton Brothers Oregon is committed to providing international and domestic producers a platform to spread their passion. They give their producers an impactful voice and presence by making their products accessible throughout the state of Oregon. When Elize isn't working you can find her bow hunting, powerlifting, and boucliering. She likes to talk about human rights and equality.

SESSION | Nitty Gritty: Getting Technical on Distribution



Ben Stoub is the head cider maker for Farmhaus Cider Co. His current role involves fermentation, cellaring operations and recipe and process development for a growing Michigan cidery. He came from an organic chemistry background, specifically pharmaceutical drug manufacturing. Focused areas of expertise are potent compounds, controlled substances, process chemistry, scale up and R&D within a cGMP environment. Stoub performed other roles in the pharmaceutical industry including regulatory and environmental reporting, hazardous waste management, operation of an industrial wastewater treatment plant and analytical chemistry for quality control and in process testing.

SESSION | Danger Lurks! Changing Perception of Safety in the Cidery

Rebekka Swanson deKramer joined the fermentation group at Scott Laboratories in 2005 and is director of operations for the enology and cellar divisions. She managed the product Velocin for a number of years and is also the cider specialist at the company. She is a member of the technical sales department specializing in fermentation, cellar and filtration products. She was also the technical editor of the first ever Scott Laboratories Cider Handbook. Swanson deKramer graduated from the University of California, Davis in 2002 with a B.S. in biological sciences. She was born and raised in Sonoma County and she feels that the culture of celebrating wine, beer and all things fermented made the beverage industry excellent career choice.

SESSION | Microbial Control at Cider Packaging

Dave Takush is the head cider maker and co-owner of 2 Towns Ciderhouse. He earned a master's degree in fermentation science at Oregon State University and has almost over a decade of experience in the craft beer, wine and cider industries. His passion for fermentation led him to join two childhood friends in starting 2 Towns Ciderhouse in Corvallis, Oregon. Now one of the largest craft cider producers in the nation, 2 Towns has over 100 employees and is dedicated to producing quality craft cider from 100-percent, fresh-pressed Pacific Northwest apples. Takush is a board member of the Cider Institute of North America (CINA).

SESSION | Use and Abuse of SO2

Derek Trowbridge is a farmer, winemaker, cider maker and owner at Old World Winery, a natural winery and farm in California's Russian River Valley. He was trained in viticulture at Cal Poly, San Luis Obispo and received his master's degree in enology from Fresno State University but afterward decided to go back to the "old world" way. Trowbridge is part of the Martinielli Winemaking family and his grandfather, Lino Martinielli, used no chemicals in making his wine. In 1998 he started Old World Winery as a means of making natural wine with only native yeast at a time when it was seldom done. In 2013 he began making a barrel-aged, Basque-style cider from apples grown in Sonoma County.

SESSION | Carbon Farming: Creating a More Resilient Orchard



Steven Trussler is the senior laboratory instructor at the Cool Climate Oenology and Viticulture Institute (CCOVI) at Brock University in Niagara, Ontario, Canada, and a Cider Institute of North America (CINA) instructor. He brings a master of education, two Bachelors of Science and experience as a commercial winemaker to his passion for education to benefit cider producers and enthusiasts alike.

SESSION | The Beginner's Guide to Cider Analysis: How to Build a Cidery Lab on a Budget

Davy Uprichard started out as a horticulturist. With one of the best palates and noses in the business, making cider and fruit wine commercially was a natural progression and an echo of when he and his father, were hobbyist fruit winemakers. Through Tempered Cider, Uprichard's ferments are made using local apples from Northern Ireland, giving the cider distinct and refined characteristics. The first craft commercial cider maker in Ireland of the modern era, he has been highly successful in developing exceptional fruit-flavored ciders and all the awards to accompany them.

SESSION | Independent Irish Makers: Their Cider and Their Stories

Matt Wilson graduated from Le Cordon Bleu in San Francisco with a culinary degree. He immediately went to work in every aspect of wine production over the next 10 years from working the cellar and running product packaging to becoming an assistant winemaker. He brings production knowledge to the technical winemaking team at Enartis USA, where he has driven the expansion of support to the cider industry over the last three years.

SESSION | Tannin Content of Hard Cider

Ria Windcellier is the producer and cider emcee at Cider Chat, a weekly podcast with makers, cider enthusiasts and folks in the cider trade around the world. She is an award-winning hobbyist cidermaker. She taught how to make cider for the first 17 years of Franklin County CiderDays.

SESSION | Terroir Spotlight: Western Massachusetts

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We're excited to launch these new programs at CiderCon this year. Meet new and interesting people with expertise you need and fellow cider professionals of like minds!

Brain Dates

Thursday January 30

LOCATION | Outside the Trade Show

10 a.m. - 4 p.m.

These experts are offering complimentary consultations.

Sign up in advance on the CiderCon website at ciderassociation.org/cidercon2020/ for 15 minutes of advice or stop by for a drop-in.

Fedco Nursery

John Bunker, Orchard Care

Perkine and Co.

Maria Pearman, Ciderly Finance and Accounting

McDermott, Will & Emery

Marc Sorini and Alva Mather, Beverage Law

Lowe Graham Jones

Kevin Regan, Intellectual Property Law

Grace Regulatory Consultants

Janene Grace, Compliance Specialist (TTB and more)

The Crafty Cask

Suzanne Hendricks, Beverage Marketing

Brown Rat Consulting

Brent Miles, Ciderly Startups and Expansions; Cider Making Troubleshooting

Meet-Ups

LOCATION | American Cider Association Member Appreciation Booth 707

Connecting with Influencers

HOST | Michelle Pagano, Assistant Cider Maker,

Descendant Cider Co./Blogger

Thursday 4-15 p.m.

Join this open conversation with social media influencers and bloggers in the cider industry. Learn about connecting influencers to expand your brand visibility, explore the world of hashtags and interact with consumers through online platforms. Marketing and social media tips and techniques will also be discussed.

Apple-based Spirits

HOST | Ambrosia Borowski of Chicago's

The Northman (She speaks French!)

Friday 1-15 - 2 p.m.

Curious about apple-based spirits? Passionate about Calvados and brandy? Drop in on this meet-up to discuss the definition, technique, taste, terror and cocktail possibilities of these golden liquids.



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