



# SESSION GUIDE



## CIDERMaking TRACK

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### All About Hops

NAT WEST & JOE CASEY

Thursday 4:30pm Continental B

A history of hops, their properties and use in beer and cider, characteristics of varieties, hopping techniques, discussion of hops suitable for cidermaking, etc. What are Alpha Acids? What are hop families? What are suitable replacements for hop varieties? What techniques can be employed for various types of hop extraction in cider? What non-conventional uses of hops can be employed in cider? How can you accentuate hop aromas? What are best practice storage and purchasing techniques for hops?

*Nat West is a craft cider revolutionary who started Reverend Nat's Hard Cider in his basement in 2012. Known for his unusual American ciders and love of experimentation, Nat is dedicated to bringing good cider to the craft beer lovers of the world.*

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### Blending the American Craft Cider

ANDREW BYERS

Thursday 2pm Salon C 5-6

The United States is in a unique position to create its own cider culture. This culture is based on the fruit we grow and the fruit our grandparents grew. Not bound by age old traditions, this session speaks to the diversity of fruit and adjuncts in American cider. In addition; the technical aspects of using dessert fruit to blend a cider into the complex delights we and our markets desire, and guiding thoughts behind apple choices, yeast choices, and adjuncts.

*Andrew is a culinary botanist turned cider maker. He worked for Eve's Cidery in upstate NY and for the last 4 years has been the production manager/ cider maker at Finnriver Farm and Cidery in Chimacum, WA. From Los Angeles kitchens to cidery production halls he has studied systems thinking and leadership in an effort to honor co-workers and create excellence. From East to West; traditional to experimental to educational; all with respect, focus, and dedication to serve.*

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### Building Complexity in Dessert Apple Fermentations

MICHAEL JONES

Friday 3:15pm Continental B

Due to a lack of cider apples in this country, cider makers are often forced to use culinary apples, which often lack tannin, acid, and other elements that comprise complexity. This seminar will cover subjects that can impact complexity, such as malolactic fermentation, inactivated yeast additions, lees aging, and tannin additions.

*Working in wineries since 1971, Michael made his first wine in the family cellar in 1974. He has made wine every year since, including two vintages in Burgundy and one in the Hunter Valley, Australia. He also lived two years in Brittany where he developed his love of French farmhouse ciders. He has been making cider since 2013. With degrees in Viticulture and Enology from UC Davis, he found solace amongst the vines of NovaVine Nursery and the barrels of Hanzell in Sonoma. Previously, he had been 19 years at Domaine Chandon. Currently, he is a fermentation specialist for Scott Laboratories.*

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## **Carbonation Fundamentals**

**PHIL KELM**

*Friday 10am Salon C 5-6*

Carbonation Fundamentals will review cider carbonation levels with regard to cider taxation class; carbonation terms, units and principles; cider carbonation techniques; decarbonation techniques; sourcing, proper use, and maintenance of carbonation equipment and tools; impact of altitude. We'll also consider some myths, urban legends, and useful tricks.

*Phil has 22 years in brewing industry, BSME, Siebel diploma and brewery consulting work in over a dozen countries.*

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## **Cider Lab Analysis (Intermediate)**

**DARREN MICHAELS**

*Thursday 3:30pm Continental C*

Intermediate Cider analysis: Session will cover basic and intermediate cider analytical parameters and methods, including instrument and lab budgeting. Open discussion and questions welcomed.

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## **Cider Lab Analysis (Advanced)**

**DARREN MICHAELS**

*Friday 2pm Continental B*

Advanced Cider analysis: Session will cover advanced cider analytical parameters and methods, including instrument and lab budgeting, training, and lab design. Open discussion and questions welcomed.

*A trained biochemist and fermentation specialist, Darren entered the wine industry more than 15 years ago as a wine chemist in Trinchero Family Estates, covering wine and beverage projects. He moved to Santa Maria, California as the Central Coast Manager of Vinquiry, an ISO 17025 accredited wine lab and yeast product company and left to become Director of Enology and Quality for Terravant, a custom and private label winery and commercial laboratory that produced multiple alcohol-related products. He eventually became a winemaker for Laffort USA and made his way up to Washington state to start Tetrahedron Winery and Big River Laboratories, a lab that supports and consults for wine, cider, kombucha, and vinegar producers.*

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## **Pros and Cons of Tunnel Pasteurization**

**EDWARD MICHALSKI**

*Thursday 4:30pm - Salon C 7-8*

The presentation will include a 360 degree view of tunnel pasteurization. The costs and benefits of tunnel pasteurization will be examined.

*Ed Michalski founded PRO Engineering and Manufacturing, Inc in 1977. Initially, the company focused on repair welding for pasteurizers at Pabst Brewing Company. In the early 2000's, having repaired, rebuilt, and reconfigured all major brands of tunnel pasteurizers, and being aware of their strengths and weaknesses, Ed added tunnel pasteurizer manufacturing to PRO Engineering and Manufacturing's portfolio, resolving pasteurizer design short-comings that he had witnessed. In recent years, with his focus on the cider industry, Ed created a line of pasteurizers that consist of batch, mini-tunnels, and modular "Slimline" tunnels. The SlimLine pasteurizers are designed to accommodate additional tunnel sections as bottle or can sales increase.*

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## **Sensory Analysis**

**CHARLES MCGONEGAL**

*Friday 10am Continental A*

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

*Charles McGonegal started ÆppelTreow Winery & Distillery (pronounced "apple true") in 2001 as an elaborate ploy to buy his wife more jewelry. Starting with a biochemistry degree from Michigan Technological University, a modicum of food analytical chemistry experience, a burgeoning relationship with a grower of heirloom apples, and carboy of insanity, Charles leveraged a basement cider operation into the smallest nationally distributed cider brand. Charles has been an active participant in the developing American cider community, as Vice President of the Great Lakes Cider and Perry Association, judge-educator for the Great Lakes International Cider and Perry Competition, contributor to the BJCP Cider Style Guidelines and presenting at cider seminars in Michigan, Pennsylvania and Virginia. In 2009, ÆppelTreow branched into the world of nano-distilling.*

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## **Setting Targets for Yeast Assimilable Nitrogen**

**AMANDA STEWART**

*Friday 2pm Salon C 5-6*

This talk will cover the basics of the role of yeast assimilable nitrogen (YAN) in fermentation, how YAN concentration and composition affect fermentation and cider quality, and factors that determine YAN in fruit. Original research results on YAN in apples, and setting targets for pre-fermentation YAN will be presented.

*Amanda Stewart is an Assistant Professor of Enology & Fermentation at Virginia Tech. She has taught courses in wine production and wine styles/wine appreciation, and has presented on practical topics in winemaking and fermentation at wine and cider industry meetings in several states throughout the Eastern US. Her enology research focus is the role of nitrogen in fermentation and polyphenol chemistry in wine and cider. She is currently collaborating with other Virginia Tech faculty, staff, and students to conduct research and extension work related to hard cider production, from the orchard to the cidery.*

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## **To Press or Not To Press**

**TERRY CHAMBERS**

*Thursday 3:30pm Salon C 7-8*

Provide overview information on basic types of apple juice available to cidemakers, and how they are manufactured to allow for them to make an educated decision on whether to press their own fruit or source from existing processors. The presentation will include samples to allow cidemakers to gain firsthand information on the organoleptic differences of both thermally processed and cold pressed apple juices.

*An industry veteran with 30 plus years in juice processing, Terry started his career in the early 1980's at Milne Fruit Products in Prosser Washington. Continuing career opportunities allowed him to stay within the Yakima Valley of Washington State and manage the West Coast processing facilities of Welch Foods in Grandview. In 2006, the opportunity arose to help build a world class specialty ingredient company by the name of FruitSmart, Inc. Now with three facilities, operating state of the art equipment, its employees produce high quality products ranging from Cold-pressed NFC Juices, purees, Juice Concentrates, dry ingredients such as fruit fibers, bits, pieces, seeds, and powders, as well as custom blending. One of many achievements he takes pride in is being able to attract and retain a highly talented, motivated team of industry veterans and young people wanting to build a career with FruitSmart.*

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## **Yeast Whisperer**

**SHEA COMFORT**

*Thursday 10am - Continental A*

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

*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. He also created and taught an amateur winemaking program, educated the company staff and created a series of technical, "how-to" manuals. He has been an on-going contract winemaker for Lallemund since 2001, creating yeast and malolactic bacteria trials, along with giving technical winemaking presentations for them throughout the country.*

*Shea is currently the consulting winemaker for Reliez Valley Vineyards, the Guthrie Cider House, The Cider Project (Petaluma, CA), and the Alaska Berries Winery. Since 2007 he has been working with individual wine & cider makers through his independent winemaking consultation business, yeastwhisperer.com.*

## **BUSINESS TRACK**

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## **Cidermakers Handbook**

**EMILY RITCHIE**

*Friday 3:15pm Salon C 3-4*

Get to know the Northwest Cider Association's Cidermaker's Toolkit, a wikipedia for cidermakers. The content has been developed by northwest cidermakers to be shared with anyone and everyone interested in making or selling cider, or growing cider fruit.

*Emily Ritchie is the Executive Director of the Northwest Cider Association. The NWCA was the first cider association in the US to hire a full time director. Emily is overseeing a consumer market research project, marketing, and an educational mission to bring 10 cidermakers to Europe to delve into the process of keeving. Based in Portland, Oregon, she also manages several consumer facing events as well as Oregon, Washington, and BC Cider Weeks throughout the year. You can often find her pitching the idea of cider fruit to farmers or lounging in her home office, concentrating on writing a grant on the screen of her laptop.*

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## **Cider Trends in the US & Abroad**

**DANNY BRAGER & MATTHEW CROMPTON (NIELSEN)**

*Friday 10am Continental C*

Nielsen and Nielsen CGA will take a look at the Cider category in the U.S., and France, its performance at retail (both on and off premise), as well as the consumer dynamics driving its sales - the 'why' behind the 'buy'. They'll provide some comparisons to other Cider markets elsewhere, and to the performance of other U.S. adult beverage categories, and offer suggestions for growing the U.S. Cider market.

*Danny Brager is the Senior Vice President of Nielsen's Beverage Alcohol Practice Area in the U.S., supporting relationships with Nielsen's many beer, wine and spirits clients, as well as with key industry groups and the media. He also supports the differentiated needs of the U.S. Beverage Alcohol client base within the Nielsen products/services portfolio. Danny has fifteen 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, as well as with Beverage Information Group and Resources Optimization International.*

*Matthew Crompton is an Associate Client Director for Nielsen CGA and is responsible for the implementation of Nielsen CGA's on premise services in the US. Since joining CGA, Matthew has risen through the CGA ranks becoming an expert in all things On Premise. Matthew has managed and provided consultancy for some of the largest Bev Al manufacturers across Europe including Diageo, Anheuser Busch and William Grant & Sons. Matthew is now part of the US On Premise Specialist team, providing first-class insight into an often perceived dark market.*

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## **Cost of Goods Sold**

### **CHRIS FARMAND**

*Friday 2pm Salon C 1-2*

Most cideries struggle with determining Cost of Goods Sold for their products. This session will explain the complexity in determining a true Cost of Goods Sold for cideries. We have developed alternative calculations, which owners understand, to help guide growth and profitability. All attendees will leave this session with a working model to substitute a traditional Cost of Goods Sold calculation.

*Chris Farmand, CPA, MBA, is the founder of Small Batch Standard. Farmand has six years of experience helping breweries and distilleries plan and grow. He can be reached at [chris@sbstandard.com](mailto:chris@sbstandard.com).*

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## **European Fruit Wine Association**

### **BOB PRICE**

*Thursday 10am Salon C 1-2*

Who is the AICV, what do they do and how both the USACM and AICV can work together to promote and advance cider throughout the world.

*Bob Price is currently the Policy Adviser to the European Cider and Fruit Wine Association and has been so since 2010: He is the creative mind for the organization. He is also concurrently the Policy Adviser for the UK National Association of Cider Makers and one of its statutory Directors.*

*He has been with the NACM since 1989. While there, he was also the Chief Executive of the UK Food and Drink Federation (equivalent to the US Grocery Manufacturers' Association) until 2008 - thereafter focusing on the cider industry in the UK and the EU.*

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## **Introduction to CiderCon**

*Wednesday 1:30pm Salon C 5-6*

Introduction to CiderCon for first time attendees - come and meet the USACM Board of Directors and find out how to get the most out of your time at CiderCon. Informal presentation focusing on meet and greet and answering questions.

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## **Leadership Large & Small**

### **ANDREW BYERS**

*Friday 3:15pm Salon C 5-6*

Description: A successful cidery is one that articulates the vision of its leadership. Getting from vision to action is a skill set that requires thought, learning, and practice. This session will present three foundational theories of management and how to begin to employ your leadership to this end. The purpose is thus:

- Personal satisfaction and honor for the manager/leader.
- Workplace and work day satisfaction for employees.
- Creating the difference between a job and meaningful work.

All while making beautiful cider.

*Andrew is a culinary botanist turned cider maker. He worked for Eve's Cidery in upstate NY and for the last 4 years has been the production manager/ cider maker at Finnriver Farm and Cidery in Chimacum, WA. From Los Angeles kitchens to cidery production halls, he has studied systems thinking and leadership in an effort to honor co-workers and create excellence. From East to West; traditional to experimental to educational; all with respect, focus, and dedication to serve.*

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## Lean Practices

**MELLIE PULLMAN**

*Thursday 3:30pm Salon C 3-4*

Looking at the ways so reduce inventory costs and deliver what is needed when it is needed to customers. The basic concepts of production planning and lean manufacturing are applied to cider production particularly time and costs savings during cross filtration, blending, and packaging. The talk will be followed by ample time for questions about particular environments.

*Madeleine (Mellie) Pullman is the Director of the Business of Craft Brewing On-line Education Program and a Professor of Supply Chain Management at Portland State University. She developed the craft business program, the first of its kind, in 2012. She grew up in a beer family; her grandmother's family owned the Schlitz Brewery. In 1986, she became a Brewmaster/Owner of Wasatch Brewery in Park City, Utah and later, Hops Brewery in Scottsdale, Arizona. She has taken Peter Mitchell's cider courses and enjoys making & drinking cider. She recently published a book "Craft Beverage Business Management" with John Harris and has multiple books and articles on the food & beverage industry, sustainability, supply chain management, and experiential service design.*

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## Online Branding

**MEREDITH COLLINS & ERIC WEST**

*Thursday 4:30pm Salon C 1-2*

Online branding can help or hurt a cider brand tremendously. Frequently, cider fans encounter a new brand for the first time online. That means that cider makers cannot simply let the beverage speak for itself. Instead they need to craft an online identity for their cider company. This talk will introduce people to the why and how of online branding and content marketing strategies. We'll talk about the types of online communication necessary for a cider brand including: blogging, newsletters, and social media. Plus, we'll address both basic and intermediate strategies for managing them.

*Meredith Collins is the blogger behind Along Came A Cider (<https://alongcameacider.blogspot.com/>), where she has been tasting, photographing, and reviewing hard cider for four years. In addition to managing her blog, Meredith has judged at the Great Lakes International Cider and Perry competition, presented at Cider Con, and co-taught classes on the cider business and America's cider renaissance. Her cider experience also includes two years in a cidery tasting room and working with Finger Lakes Cider Week as an educator, writer, and guest pourer. She is also a member of the inaugural class of the Cider Certification Program by the United States Association of Cider Makers.*

*Eric West began his cider journey in 2007. Not satisfied with the information available to cider enthusiasts at the time, Eric crisscrossed North America, visiting and interviewing as many cider producers as possible. Eric currently serves as Director of the Great Lakes International Cider & Perry Competition. Eric has previously served at GLINTCAP as judge and registrar. As host of the Cider Guide Podcast, Eric has interviewed many of cider's most interesting and influential personalities. He has appeared as a guest on Beer Sessions Radio and his writing has appeared in Cidercraft magazine. He was a panelist for a Spanish cider tasting at Franklin County CiderDays in 2013, and he led a guided tasting of ciders at Jimmy's No. 43 during Cider Week NYC in 2014. Eric is a Certified Cicerone and a BJCP Judge. He can be found on Twitter as @ciderguide or email him directly at [eric@ciderguide.com](mailto:eric@ciderguide.com).*

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## Surviving the American Dream

**BRUCE NISSEN**

*Friday 10am Continental B*

Starting a cidery can be the most satisfying and rewarding thing you ever do as long as you have a reasonable plan and execute it. I can say this with the upmost clarity as I have made every possible mistake in the book at least once. This course is designed to get you thinking about different aspects of your business and how they can work together. It is also there to challenge the assumptions that are in your business plan, and lastly, to give you the confidence to move forward with the best chance of success. It is most appropriate for cideries in planning, and beginning and intermediate businesses.

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*In 2004, Bruce Nissen co-founded Fox Barrel Cider Company. In 2007, Fox Barrel took on Crispin Cider. In 2012, the brands were acquired by MillerCoors. Nissen provided integration support for Crispin and Fox Barrel into the Tenth and Blake portfolio and worked with a team to finalize MillerCoors' Smith and Forge brand. Concurrently he developed into an educator, focusing on cider category development and sales focus to both MillerCoors employees and its distributor network. In 2014, Nissen separated from MillerCoors to launch his new company in Stevenson, Washington. He built a production facility used to package his cider brand, Jester & Judge. The company is whimsically called LDB (Let's Dream Big) Beverage Company. Nissen currently holds the role of Vice President on the board of the United States Association of Cider Makers.*

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## **Trademark Considerations**

**MARTHA ENGEL & ZACH ROBINS**

*Friday 10am Salon C 1-2*

Your brand is one of the most valuable assets of your cidery. Protecting your brand along with other trademarks used by your cidery is important. As the industry continues to grow, cideries are increasingly facing trademark challenges from other cideries, breweries, distilleries, and from wineries over their house brands and other trademarks. This session will offer tips on selecting and protecting trademarks, and enforcing your rights specifically in the context of the alcohol industry.

*Martha Engel is a patent & trademark attorney at Winthrop & Weinstine in Minneapolis, MN. Martha focuses an extensive part of her practice on trademark and other intellectual property issues affecting craft breweries, cideries, wineries, and distilleries. She writes on trademark issues involving craft beverage companies on DuetsBlog. Martha is part of a craft beverage team that helps these businesses get to their next level of success, counselling them on various financing options, corporate issues, employment issues, regulatory issues, and exit strategies. Martha received her Bachelor of Science in Mechanical Engineering from Marquette University in Milwaukee, WI and her law degree from William Mitchell College of Law in St. Paul, MN.*

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## **Tools for Success: Marketing, Branding & Storytelling**

**CAITLIN BRAAM & KATE BERNOT**

*Thursday 3:30pm Salon C 1-2*

This session will focus on tools and techniques to take your cider brand to the next level. Whether you're just starting out or are looking to enhance an existing brand, hear about tried and true tips for increased exposure, assisting with sales and gaining recognition for your brand through media outreach. Learn how to pitch, contact press, and craft the perfect story while understanding the challenges beverage writers face when writing about cider. Caitlin and Kate will also discuss some of the hurdles currently facing the industry, including style definition, Brix scale, macro vs craft and more.

*Caitlin Braam is the President of Seattle Cider Company and Two Beers Brewing Co, managing the growing companies' day-to-day operations, marketing and business development. Caitlin began working with Two Beers Brewing in 2011 as a freelance contractor, leading public relations, marketing and branding for the growing brewery before doing the same for Seattle Cider Company upon its launch in 2013. Joining full time in 2015 as Director of Marketing and Business Development for both companies, Caitlin became President in 2016. Originally from Minnesota, Caitlin moved to Seattle in 2008, and has spent the past nine years exploring, skiing and imbibing her way through the Pacific Northwest.*

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## **TTB Compliance**

*Wednesday 8am - 12pm Salon C*

During this four-hour workshop, TTB employees will present the basic information that U.S. cider and perry producers need to know about complying with TTB requirements. Topics include: how cider is regulated under TTB laws and regulations, how to apply for a TTB permit, the TTB records that need to be maintained, how to file reports and pay federal excise taxes, when is formula approval required, and the TTB labeling requirements. We'll also cover some of the recent changes that took effect January 1, 2017, regarding the elimination of bonds and the changes to the hard cider tax rate. There will also be opportunities to ask questions, but if you don't get a chance to ask your questions during the workshop TTB employees will be available the rest of the week on the trade show floor.

*TTB presenters include: Susan Evans, Kara Fontaine, Nicole Candelora, Kim Briedis, and Martha Tebbenkamp.*

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## **Navigating the TTB**

*Thursday 10am Continental B and Friday 10am Salon C 3-4*

TTB employees will present the latest information on the recent changes to the hard cider tax rate and the elimination of bonds for small businesses. Learn about what these changes mean for you and how eligible companies can request a refund of their bond. Other topics will include how to avoid common compliance issues, labeling updates, and a Q&A session with the TTB experts.

*TTB presenters include: Susan Evans, Kara Fontaine, and Ronda Merrell.*

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## **When to Outsource**

**ERIN RUE**

*Friday 4:30pm Salon C 3-4*

This session will lead you through evaluating when and how to outsource pieces of your business operations - from accounting to marketing. Topics include deciding when to hire someone, questions to ask potential providers, and making the decision.

*Erin Rue is an accountant based in Oregon with more than 8 years of experience in providing outsourced services to businesses of all sizes. She's also a small business advisor with Small Business Development Center.*

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## **U.S. Cider in 2017**

**RYAN BURK**

*Friday 4:30 Continental C*

Insights and outlook for U.S. cider in 2017, covering the importance of drinker education, highlights and successes from across the country, and the future of apples in the U.S.

*Ryan is the head cider maker at Angry Orchard, based in Walden, NY. He is on the boards of USACM and the Cider Institute of North America.*

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## **Where to Cut Financial Corners**

**JOEL GOODWILLIE**

*Thursday 2pm Salon C 1-2*

Are you starting a new hard cider company or are in the early stages? Is your capital abundant or is it limited? Do you have a long term plan or are you going to just jump in and see what happens? Are you going to hire production, sales, marketing and bookkeeping specialists or are you going to do it all yourself? These are all questions that Lecturer Joel Goodwillie will be discussing in this informative look into the early development of a new hard cider business. Joining Joel on the panel will be Abram Goldman-Armstrong from Cider Riot in Portland, OR and Ian Merwin from Black Diamond Farm in the Finger Lakes Region of New York state.

*Joel has been in the wine and cider industry for over 25 years and has owned and consulted for many wineries and cider companies on everything from startup construction to long term business planning. Currently serving as head cidemaker for Utah's Mountain West Hard Cider and continuing his consulting business, "Vintage of the Century Consulting", Joel will share insight on where to aim your upstart capital. With the help of guest panelists representing different size cider companies, this lecture will discuss where money can be saved and where it should be spent.*

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## **Women in Cider**

**POMME BOOTS SOCIETY**

*Thursday 2pm Salon C 7-8*

Meet and learn from women working in different segments of the cider industry. Panelists share their experience, insight, challenges and inspiration from orchard to bottle and tasting room to market. Pomme Boots Society is honored to present a forum for discussion that shares the stories of women in our dynamic field.

*Pomme Boots Society is an organization for women working in the cider industry. The group supports positive network connections, education and professional development for women in the dynamic field of cider. Founded in 2015, by Gemma Fanelli Schmit, Jennie Dorsey and Jana Daisy-Ensign in Portland, Oregon.*



# ORCHARD TRACK

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## **Advanced Cider Orchard Production Workshop**

*Wednesday 9am (\$70) Continental A*

This class will offer the latest information for commercial apple producers interested in growing cider apples for fermentation. Presented by the leading cider fruit researchers and current cider apple growers from across the US. Topics include:

- Pre-harvest Factors that Influence Cider Quality
  - Reduced Pruning Inputs on Dessert Cultivars Grown for Cider
  - Organic/Holistic Cider Orchard Management
  - Comparing Orchard Design Systems
  - Commercial Cider Apple Grower Panel
  - Using Dropped Apples for Cider Production
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## **Apple Orchard Mythology vs. Reality**

**PETE BROWN**

*Thursday 4:30pm Continental C*

Description: The apple is the most symbolic, mythologized fruit in human history. In this talk based on his new book, *The Apple Orchard*, Pete Brown traces the apple along a fault-line between the real world and the mythological, through ancient Greek myth, Arthurian legend and the Garden of Eden, and attempts to answer key questions such as why the apple has such great significance, what was really going on with Snow White? And was the Biblical Forbidden Fruit really an apple or not? The answers shed new light on cider's core ingredient.

*Pete Brown is an English writer who specializes in beer, pubs, cider, and why they matter. He is the author of eight books, including *World's Best Cider* (co-authored with Bill Bradshaw) which was named *Drinks Book of the Year* at the 2014 Fortnum & Mason Food and Drink Awards. His latest book, *The Apple Orchard*, is published by Penguin Random House in the UK and will feature/featured on BBC Radio 4 as its *Book of the Week* in December 2016. He was named *UK Beer Writer of the Year* in 2009 and 2012.*

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## **Comparing Orchard Designs**

**CAROL MILES**

*Friday 2pm - Salon C 7-8*

Apple orchard systems have changed extensively in recent years, and growers planting cider apples need cost effective recommendations. This presentation will review research at Washington State University regarding the costs of establishing a cider apple orchard for mechanical harvest either with European shake-and-sweep methods or new U.S. shake-and-catch technology.

*Carol Miles is a Professor in the Department of Horticulture at Washington State University, and is the Horticulture Specialist located at the WSU Mount Vernon Northwestern Washington Research and Extension Center. She is the program leader for cider apple research since 2009 and her work focuses on cider apple juice analysis and mechanical harvest. Carol has her Ph.D. from Cornell University.*

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## History of Apple Culture in the US

GIDON COLL

Friday 3:15pm Salon C 1-2

A brief look at the history of apple culture in the United States with a look at historical text documenting the early days of cider production in our country.

*Gidon Coll is the Founder/President of Original Sin Cider. Established in 1997, Original Sin is one of the pioneers of the modern day cider revival. Today the product is distributed in 30 States, the United Kingdom, Japan and Hong Kong. In 2012, Mr. Coll set-up a small orchard on his family's old dairy farm in Upstate New York. The orchard features over 120 varieties of cider, heirloom and endangered apples.*

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## How About Them Apples

MIKE BECK

Friday 4:30pm Salon C 5-6

Take a closer look at what the US Apple growing industry looks like, review apple data collected by individual states and review of apple markets and how the trade flows, as well as a discussion on varieties.

*Mike Beck is a 5th generation grower and cider maker at his family farm: Uncle John's Cider Mill. He is the Coordinator of GLINTCAP - the world's biggest cider competition. His is the first and current president of the USACM and is an avid Lake Michigan beach comber with his family.*

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## Terroir & Unique Qualities of Bittersweet Apples

ALI CAPPER

Thursday 10am Salon C 5-6

British Bittersweet Cider apples are unique in the world. The combination of the low acid and higher tannin content imparts an astringent and bitter characteristic to give cider a truly complex and distinctive flavor and color. This session describes the differences between British Cider Apple varieties and all other world apple varieties. The session considers how they grow, their terroir, the harvest techniques and the flavor analysis of each variety to provide all cider makers and brewers with a clear understanding of the unique properties they offer.

*Alison Capper is in Partnership at Stocks Farm, Suckley, Worcestershire with her husband Richard and his father Mark, the Cappers are horticulturists that specialize in growing hops and apples. They farm dessert & cider apples and hops for supermarkets and cider. Ali's former 15 year career was in Advertising & Marketing. Today her work includes various work on the boards of The British Hop Association, The Hop Industry Committee, The National Horticulture Board and the Norton Cider Growers. Ali is a 2013 Nuffield Scholar reporting in November 2014 on the "The export of Great British Hops and niche Apple varieties".*

# SALES TRACK

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## Artisinal Distributor Panel

LAUREN SHEPARD

Thursday 3:30pm Continental B

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

Lauren is the Cider Manager for Shelton Brothers Importers, a premiere artisanal beer and cider importer. She stumbled upon a passion for cider, beer, and mead while working part time at West Lakeview Liquors and as a freelance theatre director in Chicago, IL. After leaving Chicago for Boulder, Colorado, she joined the Shelton Brothers team and now manages Shelton Brothers' cider and mead selection. She's dedicated her work to expanding the variety of ciders available in the US, and exposing Americans to a broad spectrum of cider-making traditions and flavors.

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## **Cider Tourism**

**CAROL KLINE & CHRIS CAVANAUGH**

*Thursday 4:30pm Salon C 3-4*

This presentation will outline the proliferation of craft cideries in the US given historical context, and the connections between craft cider and tourism, e.g. cider routes, agritourism, public sampling events, expos for cider makers, and burgeoning cider destinations attempting to attract tourists. Relevant statistics will be revealed on each segment of the cider tourism market.

*Carol Kline is an Associate Professor of Hospitality and Tourism Management at Appalachian State University in the Department of Management. She received her Ph.D. in Parks, Recreation and Tourism Management from North Carolina State University, where she provided outreach on tourism development issues. Carol has worked in a variety of settings including New England, Colorado, Germany, the Republik of Moldova, Grenada, Peru, Cuba, and the South Eastern U.S. Her research interests focus on tourism planning and development, sustainability, and a range of topics such as foodie segmentation, craft beverages, agritourism, entrepreneurship, niche tourism markets, and tourism impacts to communities.*

*Chris Cavanaugh is the President and Founder of Magellan Strategy Group. He is a recognized expert on tourism marketing and planning since entering the industry 21 years ago. He has worked in strategic planning, marketing, and market research with a diverse group of clients. Prior to MSG, Cavanaugh led marketing efforts for The Biltmore Company in Asheville, NC. He was a recipient of the 2015 North Carolina Travel Industry Association Tourism Excellence Award for his work in the industry, and he was a 2014 winner of the Southeast Tourism Society's Shining Example Award. Cavanaugh holds a BA degree from Vanderbilt University and an MBA from Emory University.*

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## **Finding Your Distributor Partnerships and What to Expect from Them**

**SIMON & JASON HOUSE**

*Thursday 2pm Salon C 3-4*

Quality partnerships are essential to business. Simon and Jason draw from their family operated business to provide thoughtful strategies to identifying the right partners to do business with and how it can affect your brand's perception in the marketplace. A quality partnership is built upon expectations. Simon and Jason explain normal expectations in a diverse and political beer distributor landscape.

*Jason House is a UC Berkeley Graduate (Political Economics '08) who has been living in New York City for the last 6 years. He joined the family cider business in 2013 and has since helped to build and manage the Ace Cider distribution network in the Eastern half of the country. Shortly, Jason will be moving back to Northern California to take a role in operations as father/mentor Jeffrey retires.*

*Simon House is a Cal Poly San Luis Obispo Graduate (Business Finance '10) who has been living in Los Angeles for the last 5 years since joining the family cider business in 2012. He has helped build and manage the Ace Cider distribution network in the Western half of the country. Simon will continue working in sales as father/mentor Jeffrey retires.*

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## **Homes Away From Home**

**JOHN HOYOS**

*Friday 4:30pm Salon C 7-8*

Homes Away From Home is an open discussion about how to best gain traction selling cider outside of your home market. Long time cider enthusiast and 13-year beer business veteran John Hoyos will present ideas - both typical and unconventional - with the audience encouraged to share their successes and failures alike. This is an opportunity to gain perspective and consider ideas that could be applied to your business."

*John Hoyos has been procuring the Cider portfolio for Hunterdon Brewing Co in New Jersey, the state's largest craft beer distributor, for the better part of the last decade. His efforts to establish cider as a category in the market have included encouragement, bluster, promotions, begging, cajoling and outright mockery. Some of this actually worked, but most of it fell on the deaf ears of a general public that thinks cider can only be sweet. Still he forages on, establishing Jersey City Cider Night in 2015 and Jersey Cider Weekend in 2016.*

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## **Selling Against the Trends: Tradition and Authenticity in an Innovation Driven Marketplace**

**LAUREN SHEPARD**

*Friday 4:30pm Salon C 1-2*

The question of where cider fits into the current alcoholic beverage marketplace has been debated ad nauseam. Within the beer industry, Shelton Brothers is attempting to redefine how artisanal beverages are sold today, by focusing on tradition rather than innovation, knowledge rather than marketing dollars, and competitive pricing rather than uniform margins. This session is for any small or midsized cidemaker who doesn't want to put their cider in a 6-pack, but knows that they will likely be working through beer buyers in their home market and beyond.

*Lauren is the Cider Manager for Shelton Brothers Importers, a premiere artisanal beer and cider importer. She stumbled upon a passion for cider, beer, and mead while working part time at West Lakeview Liquors and as a freelance theatre director in Chicago, IL. After leaving Chicago for Boulder, Colorado, she joined the Shelton Brothers team and now manages Shelton Brothers' cider and mead selection. She's dedicated her work to expanding the variety of ciders available in the US, and exposing Americans to a broad spectrum of cider-making traditions and flavors.*

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## **The Apple of My Eye: How to Develop Cider Packaging That Wins With Consumers**

**STEVE LAMOUREUX (NIELSEN)**

*Thursday 10am Continental C*

Approximately 70% of beverage alcohol decisions are made at the shelf—which means there's a significant opportunity for brands to influence consumers in this critical decision-making moment through effective package design. This session will feature new consumer research from Nielsen, including an evaluation of leading cider designs and best practices for all brands looking to develop packaging that grabs consumers' attention and ultimately moves them to purchase. How much power does package design help or hurt a brand? What are key requirements for high-performing designs and category-specific "dos" and "don'ts" for package design

*Steve Lamoureux is SVP of Product Innovation, Design Solutions at Nielsen where he leads the company's efforts to develop design process solutions that unlock the power of design for packaged products. He marries expertise from both the agency and brand worlds—including a successful tenure at Procter & Gamble where he led record-breaking product launches and marketing campaigns in the health and beauty care division. Steve has launched new products and marketing initiatives at Allied Domecq for the Dunkin' Donuts and Togo's brands with an uninterrupted record of revenue growth over his seven year tenure. He also led product development for Affinova's cutting-edge innovation technologies—including concept and design optimization—before Affinova was acquired by Nielsen in 2014.*

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## **Truth & Awe: Breakthrough Branding**

**MATT EBBING**

*Friday 2pm Salon C 3-4*

It's never been so challenging, or important, to offer craft beverage consumers a meaningful reason to rally around your business and products. While everything about your brand is important, it's imperative to recognize that not everything is equal—so what do you shout, and when do you whisper? In this session, explore tools to build (or re-build) a brand that can break through.

*Matt Ebbing is a creative director at The Brandit, a boutique brand development agency with 14 years' experience in the craft beverage industry. Matt brings a creative perspective that champions emotive, human-centric experiences to The Brandit's creative process. A veteran of numerous creative agencies, Matt has helped to shape the branding for clients including Odell Brewing Co., Humm Kombucha, Johnson & Johnson, Crocs, Smartwool, 1% For The Planet, and scores of regional craft breweries. Matt's work has been published/awarded in Communication Arts, Print, Graphic Design USA, AIGA San Francisco, The Addy's, Oh Beautiful Beer, The Die Line, and the books Design Essentials; Packaging, Boxed & Labeled, and Luerzer Archive's 200 Best Packaging Designers.*

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## **Why You Should Open a Cider Bar & Not a Cidery**

**COLIN SCHILLING, SARAH SILVERMAN & MATTIE BEASON**

*Thursday 2pm Continental B*

This session will be about opening and running a cider bar and why it is likely a better option than opening a new cidery. The benefits to an individual considering opening a cidery and the benefits to the industry as a whole will be discussed by people who run multiple cider bars in different parts of the country. We can also field questions relating to day to day operations at retail cider locations.

*Colin Schilling is the CEO and co-founder of Schilling Cider and Schilling Cider House(s) in Seattle WA. Schilling Cider was the first craft cidery on the coast to package in cans and now has more canned ciders than anyone else in the country. While Schilling Cider makes a large offering of ciders, the vast majority of ciders sold at the retail locations are made by other craft producers. Schilling Cider House only serves ciders made from fresh pressed juice with no HFCS or artificial colors or flavors and by independent craft producers. Schilling Cider now has multiple retail locations.*

*Sarah Silverman earned her Bachelor's in Illustration, and a further certification in Scientific Illustration from the UW. Sarah started working with Finnriver cider, staffing local events and managing the booth at various farmer's markets, where she was able to learn about the process of professional cider making and orcharding. She started getting picked up by Sonoma cider and learned the sales and distribution side of the industry. She's built her knowledge with cider trips to Normandy and Herefordshire, along with getting her NACM and CCP level 1 certifications. She's currently working to curate a list of ciders for the Schilling Cider House in Seattle. She teaches a basic cider making class with a focus on history and styles.*

*Mattie Beason is owner of the new Black Twig Cider House and Mattie's B's Public House, both located in Durham, NC. A certified cider expert, Beason was one of just eight cider instructors for the US Association of Cider Makers at the first Cider Certification in Portland, OR, in February 2016. A longtime pillar of Durham's culinary scene, Beason developed the award-winning wine programs at Pop's and Chef Scott Howell's Nana's. Beason, a prominent food and beverage innovator, began Txakoli Fest in 2008, and in 2016 hosted Txotxfest - the first cider festival in the Southeast. Follow Black Twig Cider House @blacktwiggciderhouse or Mattie Beason @mattiebdurham.*

## **RESEARCH TRACK**

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### **Apple Scab**

**DR. NIKKI ROTHWELL**

*Thursday 3:15pm Salon C 5-6*

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### **Manchurian Crab Apples; SmartFresh**

*Edwin Winzlar*

*Friday 4:30pm Continental B*

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### **Poster Presentations**

*Thursday 10am Salon C 3-4*

Researchers who have posters displayed will talk about their research and answer questions.

# PRODUCTION TRACK

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## **Cost of Production**

**DR. TERENCE BRADSHAW**

*Thursday 4:30pm Salon C 5-6*

Are you considering growing cider apples? Does the potential for reduced costs and increased returns for cider apples seem too good to be true? Are you looking for a good evaluation tool to assess your options when planning your cider orchard? This session may help evaluate potential risks and returns associated with entering or expanding into this market. We will discuss cost of production for apples and the cost savings related to orchard management for the cider market. We will also present the results of a case study on long-term contracts used in the UK cider industry and potential applications for US apple growers and cider makers.

*Dr. Terence Bradshaw has delivered over 60 stakeholder outreach presentations and 20 print and media interviews on apple and grape production topics since 2000. He has been an 'advanced amateur' cider maker for over 20 years and operated a small commercial cider mill 2005-2013. Since becoming director of the UVM Apple and Grape Program in 2014, Dr. Bradshaw has conducted research funded by four awarded grants on cider apple production in Vermont.*

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## **Expansion Planning**

**PAUL VANDER HEIDE**

*Friday 3:15pm Continental C*

From Totes to Tankers. Are you considering a cidery expansion? This seminar will help you evaluate the many considerations you will need to make in areas of finance, facility planning, production equipment and organization development.

*Paul graduated from Hope College in Holland in 2000 with a BA in Business Administration and Economics. He worked in his family's business, Holland American Wafer until 2005. Paul and his wife Amanda started Vander Mill in 2006. Vander Mill hard cider brand expanded in 2012 and a new production facility and tap room were opened in 2016. Today, Vander Mill distributes to Michigan, Illinois, Indiana, Ohio and most recently Wisconsin. Paul is also a member of the United States Association of Cider Makers (USACM) and has been elected to the board of directors where he serves on the executive committee as the board's secretary. He also sits on the finance and cider conference committees. Paul initiated the creation of the Michigan Cider Association (MCA) in 2015, and is currently this organization's President.*

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## **Inventory Management Basics Every Cidery Should Know**

**JAMES KOHN**

*Thursday 2pm Continental C*

On the surface tracking inventories seems simple. But with competing demands and priorities, inventory management may be something that is difficult to keep up on. Does your tracking system reflect what is available? What is on hand? Can you figure out what you need to order quickly? Or how much it cost you to make a case of cider? If these numbers are elusive to you or you do know what they are, this session is for you. This session will cover basic concepts of inventory management and provide key habits and systems to start

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## **Advanced Inventory Management in the Ciderhouse**

**JAMES KOHN**

*Friday 2pm Continental C*

Building off the basic course, the advanced inventory management course go deep into the details to create a complete system to track units and costs of inventories from purchase, assembly and sales with QuickBooks and other tools. Other topics will include tracking excise taxes for federal reporting, handling inventory in different locations and lot tracking. Attendees will leave the session with solid inventory concepts and where to find tools to incorporate them into their operations.

- *General Manager & Co-Owner, Wandering Aengus Ciderworks*
- *Founder of CiderCON (Chair and managed 2011-2016)*
- *Founding board member of United States Association of Cider Makers (Board Member 2013-2016)*
- *Founding member of Legislative Committee that advocated the now passed CIDER ACT (2011-2016)*
- *Founding board member of Northwest Cider Association*
- *Bachelors of Science, Major Biology, Minor Nutrition, Rutgers University*
- *Masters of Business Administration, focus on Entrepreneurship & Marketing, University of New Hampshire*
- *Father of 3*

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## **Apple Flavor - Seasonality, Essence, Production and Chemistry**

**JOHN BARANOWSKI**

*Friday 3:15pm - Salon C 7-8*

A moderately deep, but fascinating, dive into the production and use of apple essence; including varietal and seasonal variations, a broad look at the post-harvest physiology of apples, a bit of flavor chemistry, an intro into applied chemical engineering and the application of sensory analysis.

*Bachelors from UC Davis in '76; M.S. (wine chemistry) and Ph.D. (phenolic chemistry) in Food Science from Washington State University, ending in 1982. After that, a 3 year stint as Professor of Food Biochemistry at the University of Hawaii has been followed by 3+ decades of work as mostly the manager of technical support for Tree Top, Inc., a grower owned co-op that processes about 500,000 tons of fruit per year, including pears, peaches, strawberries, but mostly apples. "Amateur" winemaker/brewer since the day that I walked in the door at WSU in 1977 and was told my grant money was to work with the state's enologist in the budding wine industry.*

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## **Pros & Cons of Tunnel Pasteurization**

**EDWARD MICHALSKI - PRO ENGINEERING & MANUFACTURING INC.**

*Thursday 4:30pm - Salon C 7&8*

The presentation will include a 360 degree view of tunnel pasteurization. The costs and benefits of tunnel pasteurization will be examined.

*Ed Michalski founded PRO Engineering and Manufacturing, Inc in 1977. Initially, the company focused on repair welding for pasteurizers at Pabst Brewing Company. In the early 2000's, having repaired, rebuilt, and reconfigured all major brands of tunnel pasteurizers, and being aware of their strengths and weaknesses, Ed added tunnel pasteurizer manufacturing to PRO Engineering and Manufacturing's portfolio, resolving pasteurizer design short-comings that he had witnessed. In recent years, with his focus on the cider industry, Ed created a line of pasteurizers that consist of batch, mini-tunnels, and modular "Slimline" tunnels. The SlimLine pasteurizers are designed to accommodate additional tunnel sections as bottle or can sales increase.*

# TASTING SESSIONS

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## **Calvados**

**GUILLAUME DROUIN**

*Thursday 4:30pm Continental A*

Educational Seminar on Clavados from C. Drouin Estates from Normandy, France. The seminar will be exploring the production of young aged traditional calvados, to indulging the matured, vintage calvados that has aged on the estate through out the years.

*My grandfather had a fantastic wine cellar and he was always inviting me to come and carefully choose the good bottle for the good meal. I guess this is how to create vocations. I graduated as a winemaker, decided to travel and work around the world (Languedoc, Bordeaux, Australia, South Africa), to make my own experiences. Accidentally, I happened to find a position of consultant in Haiti for Barbancourt rum. A fantastic experience on aging and blending the rhums and probably the most emotional part of my life. Blending rhums opened my eyes on the very great potential and complexity that spirits offer. Enough to make me forget my projects in the wine industry and to decide to take over the Calvados company created by my grandfather some 40 years earlier. I joined the company in 2003 and took over the position of General Manager in 2013.*

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## **Positioning Cheese & Cider Pairing in the Marketplace**

**HOLLY CHRISTOPHER & MICHELLE FOIK**

*Friday 4:30pm Continental A*

How to position cheese and cider in the market place; tasting, pairing and how to bring the two together to promote sales.

*Holly Christopher is the co-owner of Forage & Foster, a specialty food distributor focusing on animal welfare, transparency, and positioning small producers in the marketplace. Holly spent four years in craft beer and cider distribution developing accounts and territories for (mostly) small brands. Her passion and dedication to building relationships with small producers led her to apply her skills in the exciting world of food distribution.*

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## **Cider Share & Welcome Reception**

*Wednesday 5pm International Ballroom*

Sample ciders, enjoy light appetizers and network with other attendees in advance of the CiderCon opening general session.

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## **Evaluating Single Varietals**

**MATT RABOIN**

*Thursday 3:15pm International Ballroom South*

*Matt Raboin is an award-winning cider maker, co-founder of Brix Cider Company, and an Outreach Specialist at the University of Wisconsin Center for Integrated Agricultural Systems. Matt has an MSC in Agroecology from the University of Wisconsin, and he is currently managing two USDA research grants focused on cider. On his orchard in Barneveld, Wisconsin, Matt and his wife Marie grow over 70 cider apple varieties, and they plan to open the Brix Cider Company production facility in 2018.*

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## **Grand Cider Tasting**

**FRENCH CIDERMAKERS**

*Friday 5:15pm International Ballroom*

Learn and sample French Ciders and toast the conclusion of CiderCon 2017!



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## **Keeping**

### **DOMINIQUE LE BRUN**

*Friday 3:15pm International Ballroom South*

Educational Seminar that will be exploring and discussing the traditional method of Keeping. French cider producer Dominique Le Brun, will be speaking about his techniques.

*The youngest in a family of 4 children, Dominique Le Brun directed his studies to take over the family business. So, after HNC with a degree in "Transformation & distribution of agricultural and food products" in Nantes he started in the company with the objective of developing the tools, expertise and the brand - Le Brun. Today at age 47, his ambitions have not changed. Always with the same requirement on the quality of his ciders, Dominique Le Brun wishes to advance and make Le Brun an international brand with the help of its partners. <http://www.cidrelebrun.com/>*

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## **Northeast Cider Tasting**

### **JENN SMITH & IAN MERWIN**

*Friday 2pm Continental A*

A lively conversation with a focused selection of cider makers from NH, NY and VT, including, Autumn Stoscheck (Eve's Cidery), Eleanor Leger (Eden Specialty Cider), Stephen Wood (Farnum Hill), Jonathan Oakes (Steampunk Cider), and Dan Wilson (Slyboro Cidery). This dynamic panel will share a tasting of representative ciders and will discuss apples, methods and styles from the Northeastern United States; spirited debate will ensue.

Jenn Smith is the Executive Director of the New York Cider Association.

Ian Merwin is Professor Emeritus of Horticulture at Cornell University and with his wife Jackie owns family-run Black Diamond Farm, where he and a small-but-capable crew make Black Diamond Cider.

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## **Perry**

### **GUILLAUME DROUIN & GHISLAINE DAVY**

*Thursday 2pm - Continental A*

Educational seminar focusing on French Style Poire from two French Producers Ghislaine Davy and Guillaume Drouin. The focus of this seminar about pear varieties, traditional production methods and blending.

*Guillaume graduated as a winemaker, decided to travel and work around the world (Languedoc, Bordeaux, Australia, South Africa), to make my own experiences. He happened to find a position of consultant in Haiti for Barbancourt rum. Blending rhums opened his eyes on the very great potential and complexity that spirits offer. Enough to make him forget his projects in the wine industry and to decide to take over the Calvados company created by his grandfather some 40 years earlier. Passion, experimentation, the love for craft work is probably a good definition for what the Drouin family is like. He joined the company in 2003 and took over the position of General Manager in 2013.*

*Having obtained a masters in Optometry and Contactology at Paris-Sud University, Ghislaine Davy worked in R&D for contact lens manufacturers in Caen for 17 years. 4 years ago, after deciding to transition to a life closer to nature, she decided to buy a small craft cidery and 50 year old orchard, Cidrerie Daufresne, with the owner (Philippe Daufresne) retiring. Thanks to the precious assistance of the Norman oenologist and a small team retained, she now oversees the production specializing in traditional apple and pear products.*