We’ve produced Premium Liquid Yeast since 1986, with an expansion into specialty cider cultures shortly thereafter. The Wyeast Culture Collection provides a full range of options to fit the specific needs of your cidery, no matter the size. As a key figure early on in the industry, we’ve prioritized innovation, partner relationships, & customer service so that you have the tools to elevate your product.
To our wonderful cider community,

Welcome to the First Annual Northwest Cider Symposium, a time to learn and a time to build community here in the Pacific Northwest. 2019 was a year of growth for cider sales of NW cider and the Northwest Cider Association. With our strategic goals as our guiding compass, we were able to increase consumer and buyer outreach, diversify funding and onboard staff for expanding programs.

The NWCA strategic plan consists of three goals:
1. growing sales of cider made in the Pacific Northwest,
2. encouraging quality cider to be made through friendly competition, and
3. fostering community among the cider industry and beyond.

This year we engaged more consumers in more different ways than ever. In addition to organizing consumer events Cider Rite of Spring and Cider Weeks in BC, OR, WA, MT, we launched an online interactive map. It’s amazing! Cider fans can go on and create their own routes as well as easily find online cider stores. In the first few months, over 4,000 people visited the map (nwcider.com/map).

While it seemed like the media attention on cider was related to closures, we’re still seeing more cideries open than close. There’s still growth in regional cider’s overall bottom line. We’re also seeing more breweries and wineries jump into the cider game, particularly as beer sales falter nationally. Our cider sales continue to grow, even as hard seltzer sales are growing.

In 2019 we also saw a growth in friends of cider. From Theo Chocolates to Blue Star donuts, cheese bars, and bottle shops. These friends hosted cider festivals, tap takeovers, special pairings and more during our cider weeks last year. These types of collaborations help fuel the future of the cider industry and convert new cider drinkers.

Added to that, NW Cider received more media attention than ever. Stories covered the wide variety of innovative cider styles made in the Pacific Northwest.

Thank you for attending our first ever Symposium. Today will not only bring together our community, but it will also help us work strategically to grow the market share for cider and ensure high quality cider is being made here. Thank you to the many voices who shared input via our member meetings and further communications so that we created this event specifically for our Northwest industry. We are so excited to see all of you together in one place.

2020 marks our 10 year anniversary. Let’s work together to make it our greatest yet.

Cheers,

Emily Ritchie
NWCA Members
Donated
$205,000
in cash, cider & in-kind!
882 hrs
to philanthropic causes.
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<td>• Building &amp; Sustaining A Culture Of Accountability – A Craft Brew Alliance Case Study</td>
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OPENING SESSION

The Northwest cider industry is leading the nation in regional growth. Join NWCA Executive Director Emily Ritchie and Board President Anne Hubatch as we look at the factors that have helped NWCA members, and our regional cidermakers as a whole, thrive in the face of increasing category competition. Dive in to key industry trends and kick off a day of community, collaboration and learning by getting to know your fellow cider professionals.

1/3 of NWCA members have their own orchard

1% of production was perry specifically

THE POWER OF CAN

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LEARN MORE AT CiderAssociation.org
GROWING TRACK

CIDER ORCHARD MANAGEMENT & GROWING FOR POLYPHENOLS
MEETING ROOM 315

Presenters:
• Travis Alexander, Postdoctoral researcher, WSU Mount Vernon NWREC Cider
cider.wsu.edu
• Marcus Robert, Cidermaker, President, & Co-Owner, Tieton Ciderworks
tietonciderworks.com
• Darlene Hayes (moderator), Writer & Cider Expert
allintocider.com

There is considerable interest in increasing the availability of fruit with higher levels of polyphenols, both for use in the
cider industry as well as the fresh market. This session will explore some of the latest research relating to preharvest
methodologies for increasing polyphenol content in apples as well as sharing some practical experiences from the field.

EXECUTIVE TRACK

BUILDING & SUSTAINING A CULTURE OF ACCOUNTABILITY – A CRAFT BREW
ALLIANCE CASE STUDY
MEETING ROOM 316

Presenter:
• Meliessa Ogrodowski, Director of Learning & Development, Craft Brew Alliance
craftbrew.com

Personal accountability – an essential yet often overlooked element of employee engagement and productivity. This session
will examine how Craft Brew Alliance (CBA) approached culture change using Reality-Based principles and strategies. Learn
the unconventional concepts on which CBA’s culture is based and what they’ve learned about the keys to long-term change.

MARKETING TRACK

TO DISTRIBUTE OR NOT TO DISTRIBUTE?
BALLROOM C

Presenters:
• Laura Cherry, Dragon’s Head Cider
dragonsheadcider.com
• Aaron Sarnoff-Wood, Co-Founder, 2 Towns Ciderhouse
2townsciderhouse.com

So, you’re ready to take the next step in growing your business and you’re interested in working with a distributor to expand
your footprint. Perhaps you’ve been working with a distributor for a while and are looking to increase performance? Maybe
you’re looking for ways to better integrate your sales force within an existing network of distributors? Join in a conversation
on selling cider and come with your questions, we’re here to help!
MAKING TRACK

BENEFITS OF AGING CIDER: PLASTIC, STAINLESS, WOOD, AND TIME

BALLROOM D

Presenters:
• Nancy Bishop, Alpenfire Cider  alpenfirecider.com
• Tim Larsen, Owner/Cidermaker, Snowdrift Cider Co.  snowdriftcider.com
• Dave Takush, Head Cidermaker & co-owner, 2 Towns Ciderhouse  2townsciderhouse.com
• Brighid O’Keane (moderator), Executive Director, Cider Institute of North America  ciderinstitute.com

We’ll discuss why a producer might want to age a cider, what happens to a cider when it is aging, and what makes a cider even appropriate for aging in the first place. We’ll talk about the types of aging vessels (wood, stainless, plastic), malolactic fermentation, and consumer acceptance of wood aged cider.

GROWING TRACK

ORCHARD DESIGN AND STRATEGY

MEETING ROOM 315

Presenters:
• Wes Cherry, Dragon’s Head Cidery  dragonsheadcider.com
• Peter Ringsrud, Snowdrift Cider Co.  snowdriftcider.com
• Nik Wiman, Oregon State University  horticulture.oregonstate.edu

The panel will discuss their experiences establishing cider orchards in different regions of the Pacific Northwest. Learn how site selection, variety selection, rootstocks, and tree training can affect management and harvest, and hear what panelists recommend for those just getting started in production.
EXECUTIVE TRACK

MAKING MONEY: WHAT DOES A FINANCIALLY SOUND BUSINESS LOOK LIKE?
MEETING ROOM 316

Presenters:
• Jeff Clark, Senior Lender, Live Oak Bank, Craft Beverage Group  liveoakbank.com
• Eric Jorgensen, Mathemagician & Co-founder, Finnriver Farm & Cidery finnriver.com

We’ll be charting a pathway towards answering this question from the perspective of a small business as well as for potential investors. We’ll share our own ideas, layout a list of key questions a business should ask of itself, and answer questions.

MARKETING TRACK

CULTIVATING THE CIDER EXPERIENCE
BALLROOM C

Presenters:
• Missy Dobernigg, Owner & Cidermaker, The BX Press thebxpress.com
• Jennie Dorsey, Chief Cider Curator, Schilling Cider schillingcider.com
• Crystie Kisler, Co-founder, Finnriver Farm & Cidery finnriver.com
• Brighid O’Keane (moderator), Executive Director, Cider Institute of North America ciderinstitute.com

We all have the opportunity to create connections and experiences through our cider businesses. In this session, you will hear from three different perspectives on how to engage with your customers in multiple mediums to connect them to your unique story. Hiring and training staff, developing a tasting room and clubs, educating consumers, and storytelling through your land and products are all on-site retail strategies to cultivate a cider experience. Join us to hear different perspectives and share your own ideas.

MAKING TRACK

FINAL PACKAGING FOR STABILITY
BALLROOM D

Presenters:
• Andy Diacetis, Technical Sales Rep – Pacific NW, Enartis enartis.com
• Nick Gunn, BenchGraft Consulting benchgraft.com
• Scott Katsma, Director of Fermentation & Innovation, Head Cidermaker, Seattle Cider Co. seattlecidercompany.com

Let’s talk about how to manage stability for quality and shelf life. We’ll think about considerations for ensuring your beautiful liquid reaches the mouths of your consumers as intended.
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FIND OUT WHY THE BIGGEST NAMES IN NW CIDER CHOOSE G4 KEGS.
GROWING TRACK

ECONOMICS OF GROWING CIDER APPLES: CURRENT RESEARCH AND PRACTICAL EXPERIENCES
MEETING ROOM 315

Presenters:
- Suzette Galinato, WSU IMPACT Center-School of Economic Sciences  
  ses.wsu.edu/impact
- Jim Koenig, Rootwood Cider  
  rootwoodcider.com
- Marcus Robert, Cidermaker, President, & Co-Owner, Tieton Ciderworks  
  tietonciderworks.com
- Darlene Hayes (moderator), Writer & Cider Expert  
  allintocider.com

Cider apple production is a critical component of a sustainable cider supply chain. The panelists will provide insight into some trends in the cider market, share results of economic studies on cider apples, and impart lessons acquired from practical experiences that participants can take away and apply to achieve their own business goals.

EXECUTIVE

THE INVENTORY CHALLENGE—SPREADSHEETS VS. SOFTWARE
MEETING ROOM 316

Presenters:
- Harvinder Johal, Scenic Road Cider Co.  
  scenicroadcider.com
- Eric Jorgensen, Mathemagician & Co-founder, Finnriver Farm & Cidery  
  finnriver.com

Inventory tracking - Is there a cooperative solution? Hear some examples of how your colleagues do it and then open discussion to problem solve.
Proud supporter of the cider industry 8+ years

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DWT.COM/FOODBEV
MARKETING TRACK
SOCIAL MEDIA STRATEGY
BALLROOM C

Presenters:
• Caitlin Braam, Caitlin Braam Creative  caitlinbraam.com
• Julia Christman, Verde Agency  verdeagency.com

Customers are now using social media more than any other source to discover new products, travel destinations, tasting rooms and more. But how to use social media effectively remains elusive, especially for small business owners with even smaller resources and under pressure to look authentic — all while justifying the time commitment and expenditure. This seminar will cover creative strategies to attract new customers using social media and topics such as budgeting, content creation, engagement, and tips and tricks for different platforms. We’ll also discuss “what’s new” and “what’s next” while addressing some of the common challenges and restrictions.

MAKING TRACK
MANAGING FERMENTATION: HOW TO MAKE IT SMELL GOOD
BALLROOM D

Presenters:
• Andrew Byers, Cider Maker, Duke of Tanks, Finnriver Farm & Cidery  finnrivermagazine.com
• Rick Hastings, Owner & Cidermaker, Liberty Ciderworks  libertycider.com
• Christine Walter, Head Cider Maker and Owner, Bauman’s Cider  baumanscider.com

Stinky stinky boo-boo. Recognize your faults and don’t share them with your customers. A panel discussion about making delightful tantalizing and properly smelling cider.

CIDER SHARE HAPPY HOUR
5:00 - 6:00 PM

How full is your brain now? Join us for a cider, snack, and social hour in the Trade Show. Grab a nifty rocking glass and taste cider by NWCA Member Cideries.

The Cider Share is sponsored by American Cider Association and the snacks are sponsored by Vessel Packaging.
We’ve been growing alongside our clients from day one. Today’s businesses need more than traditional bean-counting professionals. You need strategists, problem solvers, experts, and, at times, a little laughter. We’ll be your partner for the entire course. After all, our success is built on your success. How do you want to grow?

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Please visit stoel.com or contact us at (800) 88-STOEL.
In 2018, NW cidermakers purchased 68 million lbs of apples!

84% of NWCA members have a tasting room

Average price for cider & heirloom fruit was $41/lb

2/3 of NWCA members make less than 10,000 gallons cider annually
Board Members

1. Anne Hubatch, NWCA President - Co-owner, Alter-Ego Cider
2. Eric Jorgenson, NWCA Vice President - Co-owner, Finnriver Farm & Cidery
3. Scott Katsma - Head Cidermaker, Seattle Cider Company
4. Nick Shephard - Irvine and Company
5. Kristen Needham Jordan - Founder, Sea Cider
6. Jeff Walter - Co-Owner, Bauman’s Cider
7. Jon Clarenbach - Co-owner, Western Cider
8. Tim Larsen - Owner, Snowdrift Cider Company
9. Cassandra Schwartz - Cider Enthusiast and Strategic Marketing Professional
10. Wade Fauth - Gigantic Brewing
Did you know we’re going to do this again in 2021?!

PLEASE SAVE THE DATE : MARCH 8-9, 2021, WENATCHEE, WASHINGTON

WE WANT TO HEAR FROM YOU!

Help us improve the Symposium by taking the survey which will be emailed to you on Wednesday. Complete the survey and you could win a free registration to the 2021 Symposium, a pair of tickets to the PICC Awards Party, or a Cider Rite of Spring registration!

FIND US ON SOCIAL MEDIA

/nwcider /@nwcider

GRANDSTAND
eGRANDSTAND.COM

A huge thank you to Grandstand for printing our Symposium swag. If you like your t-shirt, tote bag, and Cider Share glass (it rocks!) let Grandstand know.

AFTERPARTY AT INCLINE

At 6 pm the Symposium ends, but the party’s not over. Walk down to Incline Cider House to grab a $5 Incline pint or try one of 8 guest ciders made by your fellow Cider Symposium attendees.

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GRANDSTAND  eGRANDSTAND.COM/cider
Cider Rite of Spring
April 11, 2020 • Portland
Meet the cidermakers and taste your favorite Northwest ciders at Portland’s own spring cider festival. Find details on Facebook.

Portland International Cider Cup
Competition April 26th
Party June 18th
An industry-only competition that’s truly competitive. Look for the PICC medal when you buy cider and taste the best.

BC Cider Week
May 22 - 31, 2020
Discover NW ciders from the BC interior to the Islands with 4 main festivals bookending the week. Details on Facebook!

Oregon Cider Week
June 18 - 28, 2020
Using Oregon’s rich agricultural history, our makers produce some of the best ciders in the world. Show your Oregon pride, and help us celebrate our past and our future. OregonCiderWeek.org

Washington Cider Week
September 10 - 20, 2020
From the coast to the cascades to the Inland Empire, enjoy 11 days of world class artisanal and craft ciders from our own Evergreen State and Pacific Northwest cidermakers. WashingtonCiderWeek.org

Montana Cider Week
September 25 - October 4, 2020
Explore Montana ciders across the state. Events will include tap takeovers, cider pairings at local restaurants and community cider pressing. Follow us on Facebook.

info@nwcider.com /nwcider @nwcider