



**NORTHWEST  
CIDER  
SYMPOSIUM**

## **PROGRAM OF EVENTS**

[Go to Virtual Symposium](#)

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MARCH 16-18, 2021



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# WELCOME!

Thank you for attending our first ever NW Cider Symposium. In our 12th year as an organization, this virtual event will not only bring together our Pacific Northwest 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.

Virtual conferences can be fun, productive, and require fewer resources than traveling to in-person events. How they are run, and how everyone participates matters immensely in this virtual format though.

That's why we have done our part to research and implement best practices for virtual conferences and tradeshow, but we can't do it alone. It's up to each and every one of us to make this experience the best it can be for yourself and each other.

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. Thank you for being here!



Cheers,

A handwritten signature in black ink that reads "Emily Ritchie".

Emily Ritchie

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## HOW DOES THIS WORK?

Good question my friend. The world of virtual conferences might seem scary, but I promise you it is not. It's actually quite fun!

### Here's how to have a good time at the Symposium:

1. Make sure you've accepted your registration on Hopin
2. Chill your cider
3. On a computer, go to [hopin.com/events/nwcider](https://hopin.com/events/nwcider)
4. Use Chrome or Firefox for the best experience
5. Use this program to help you plan the sessions you want to attend
6. Put yourself out there. You could just watch the whole event and not say a word, or you could:
  - Ask Tom Oliver a question during his Keynote on 3/17
  - Make a new friend by going to Networking
  - Engage with speakers in the chat & on screen during Sessions
  - Turn your camera on and chat with people about things you care about at the Opening Session Roundtables
  - Learn how to make Cider Cocktails and stick around after to chat
  - Cheers the whole darn NW cider industry at the 3/16 Virtual tasting
  - Stick around for the after party



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# AGENDA OVERVIEW

	START	END TIME	EVENT	LOCATION	TRACK
TUESDAY 3/16	8:00 am	9:00 am	Help Desk Open	Sessions	
	9:00 am	9:40 am	Welcome & Opening Session	Mainstage	
	9:45 am	10:30 am	<a href="#">Workshop Sessions A</a>	Sessions	
			Proper Costing for Cider		Executive
			O Captain! Mercaptan! How To Prevent And Prevail Over Common Aromatic Flaws		Making
			Digital Marketing Campaigns: Building Brand Awareness		Marketing
	10:30 am	11:00 am	Trade Show Open	Trade Show	
	11:00 am	11:45 am	<a href="#">Workshop Sessions B</a>	Sessions	
			Exploring The Diversity Of Yeast Strains For Different Cider Styles		Making
			The Business of Growing Cider Apples: Lessons from the Orchard		Growing
	11:00 am	12:00 pm	Planting the Seeds of Social Justice in your Cidery		Executive
	11:45 am	12:15 pm	Trade Show Open	Trade Show	
	4:30 pm	6:00 pm	<a href="#">NW Cider Club &amp; Symposium Virtual Tasting</a>	Mainstage	
WEDNESDAY 3/17	9:00 am	10:00 am	<a href="#">Keynote: Tom Oliver</a>	Mainstage	
	10:00 am	10:30 am	Networking	Networking	
	10:30 am	11:00 am	Trade Show Open	Trade Show	
	11:00 am	11:45 am	<a href="#">Workshop Sessions C</a>	Sessions	
			Employee Engagement – The ‘Secret Sauce’ And Why It Matters		Executive
			Crafting Clean Ciders without Chemicals		Making
			Using Collective Industry Messaging To Strengthen Your Brand's Social Media		Marketing
	11:45 am	12:15 pm	Trade show Open	Trade Show	
	4:15 pm	6:00 pm	Networking	Networking	
	4:30 pm	5:30 pm	<a href="#">NW Cider Club Virtual Cocktail Hour: From Ingredients to Intention</a>	Sessions	
THURSDAY 3/18	9:00 am	9:45 am	Collective Power and Progress: NWCA in 2021	Mainstage	
	9:45 am	10:30 am	<a href="#">Workshop Sessions D</a>	Sessions	
			Labels & Language: ACA Updates on How We Talk About Cider		Marketing
			Business Adaptations During Time of COVID: Making Cider Out of Lemons		Executive
			Shelf Life Improvement for Canned Ciders		Making
			Orchard Design and Strategy		Growing
	10:30 am	12:00 pm	Trade Show Open	Trade Show	
	11:30 am	12:00 pm	Tours	Sessions	
	12:00 pm	12:15 pm	Closing	Mainstage	
	12:15 pm	1:15 pm	Networking	Networking	
	4:30 pm	?	After party!	Sessions	

A tall, elegant glass filled with a golden-amber liquid, likely cider, sits on a rustic wooden surface. The background is dark and blurred, with hints of greenery and autumnal colors.

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[CiderAssociation.org](http://CiderAssociation.org)



# WORKSHOP SESSION A

3/16/21, 9:45 AM - 10:30 AM

## PROPER COSTING FOR CIDER

### EXECUTIVE TRACK

*Sponsored Session presented by Perkins Accounting*

**Speaker:** Maria Pearman, [Principal Perkins Accounting](#)

Many cideries do not have adequate reporting systems in place to understand the true cost of the products that they sell. This can lead to incorrect assumptions on margins and bad data. This workshop will give attendees the tools to correctly measure the true profit of each product that is sold.

#### Learning Objectives:

- Identify the components of costs of goods sold
- Learn how to allocate overhead into cost of goods sold
- Understand best practices for calculating the true cost of products

## DIGITAL MARKETING CAMPAIGNS: BUILDING BRAND AWARENESS

### MARKETING TRACK

#### Speakers:

- Jay Saenz, Digital Strategist [Oliver Russell](#)
- Moderator: Cassandra Schwartz, Vice President - [Strategy Partnerd](#)

Digital marketing is an ever-moving target. Learn tips for building your brand awareness, driving engagement and sales, and developing a long-term strategy for customer engagement. Oliver Russell is a regional branding agency working for NWCA. Come hear our findings from building the NW Cider Club to nearly 500 members in just a few months.

*Thanks to Sponsor Keg Logistics.*

## O CAPTAIN! MERCAPTAN! HOW TO PREVENT AND PREVAIL OVER COMMON AROMATIC FLAWS

### MAKING TRACK

#### Speakers:

- Andrew Byers, Cider Maker, Duke of Tanks [Finnriver Farm & Cider](#)
- Rick Hastings, Owner & Cidermaker [Liberty Ciderworks](#)
- Christine Walter, Head Cider Maker & Owner [Bauman's Cider](#)

Regardless of your preference for traditional or modern cider making, we will dive into understanding and avoiding causes for concern in the aromatic experience that awaits your customers.



# WORKSHOP SESSION B

3/16/21, 11:00 AM - 11:45 AM

## EXPLORING THE DIVERSITY OF YEAST STRAINS FOR DIFFERENT CIDER STYLES

### MAKING TRACK

Sponsored Session presented by [Fermentis](#)

#### Speakers:

- Anne Flesch, Regional Sales Manager [Fermentis](#)
- Emily Del Bel, Sensory Scientist [Rahr Malting Technical Center](#)

A discussion on Yeast selection, nutrition, and metabolisms for flavors & aromas production. We will present results from trials done with 4 yeast strains on 4 cider recipes. We will present the fermentation kinetics, analytical profile, aromatic compounds, and sensory analysis to show how the yeast selection and fermentation management can affect your cider.

## THE BUSINESS OF GROWING CIDER APPLES: LESSONS FROM THE ORCHARD

### GROWING TRACK

#### Speakers:

- Eleanor Leger, Founder [Eden Specialty Ciders](#)
- Marcus Robert, Cidermaker, President, & Co-Owner [Tieton Ciderworks](#)
- Moderator: Darlene Hayes, Writer [allintocider.com](#)

Apple production is a critical component of a sustainable cider supply chain. The panelists will share their practical experiences as both growers and cidermakers with the economics of growing apples for cider, information that participants can apply to achieving their own business goals.

## PLANTING THE SEEDS OF SOCIAL JUSTICE IN YOUR CIDERY

### EXECUTIVE TRACK – THIS SESSION ENDS AT 12:00 PM

**Speaker:** Tonia Burkett, Equity & Inclusion Consultant. Usawa Consulting L.L.C

The objective of this session is to help you understand how social justice work can happen at your cidery. Facilitator, Tonia Burkett of Usawa Consulting, will describe how social justice work happens with examples that are relevant to the cider business. Space will be provided to share experiences and answer questions.

*Thanks to Sponsor Keg Logistics.*



## PRODUCTS AND SUPPLIES FOR CIDER PRODUCTION

- Fermentation Products
- Canned Packaging Support
- Shelf Life Improvement Strategies



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# WORKSHOP SESSION C

3/17/21, 11:00 AM - 11:45 AM

## EMPLOYEE ENGAGEMENT — THE 'SECRET SAUCE' AND WHY IT MATTERS

### EXECUTIVE TRACK

**Speaker:** [Meliessa Ogrodowski](#), Talent & Org Development Leader

If you search 'employee engagement drives business results,' Google will immediately return over 200MM results — demonstrating wide acceptance and belief in the concept. What Craft Brew Alliance (CBA) tested and proved, however, is that the concept is wildly misunderstood. What's worse — most employers who treat the concept as fact are inadvertently over-rotating on employee engagement only to realize flat, if not worsening outcomes. In her presentation, Employee Engagement — the secret sauce and why it matters, Meliessa Ogrodowski will outline what CBA uncovered about the true driver of both engagement and superior business performance. She will share CBA's approach, results and key take-aways as well as tips and best-practices that employers of all sizes can adopt and implement today for a healthy and productive human resources strategy.

*Thanks to Sponsor Callis Insurance.*

## USING COLLECTIVE INDUSTRY MESSAGING TO STRENGTHEN YOUR BRAND'S SOCIAL MEDIA

### MARKETING TRACK

#### Speakers:

- Maura Hardman, PR & Marketing Manager [Seattle Cider Company](#)
- Michelle Markesteyn, Director of Strategic Communications [Northwest Cider Association](#)
- Madison Shirley, Content Marketing Manager [2 Towns Ciderhouse](#)
- Moderator: Jana Daisy-Ensign, Project Manager [Northwest Cider Association](#)

Social media marketing sucks; we all know it. When do you post? Where? Why? Most importantly, what do you post to define your brand? We can't answer all of life's questions, but join folks from the NWCA, 2 Towns Ciderhouse, and Seattle Cider for an evocative conversation on how you can utilize shared industry messaging and resources, like the NWCA's Social Media Content Calendar, to take the stress out of strategy. There's no need for social to take your passion for cider, but you can easily define and elevate your brand while simplifying your systems with some tips and tricks.

## CRAFTING CLEAN CIDERS WITHOUT CHEMICALS

### MAKING TRACK — Sponsored Session presented by [Scott Laboratories](#)

**Speaker:** Darren Michaels, Fermentation Outside Technical Expert [Scott Laboratories](#)

From lactic acid producing non-sacchromyces yeast to oxygen scavenging without sulfur dioxide, cidemakers are using new and organic tools to produce signature products throughout the world. Join us for a review of current and emerging practices that cidemakers in the north american market and beyond use to craft beverages without chemical additives to meet consumer demand for clean products.

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# WORKSHOP SESSION D

3/18/21, 9:45 AM - 10:30 AM

## BUSINESS ADAPTATIONS DURING COVID: MAKING CIDER OUT OF LEMONS

### EXECUTIVE TRACK

#### Speakers:

- Jon Clarenbach, Co-founder of [Western Cider](#)
- Missy Dobernigg, Owner & Cidermaker [The BX Press](#)
- Eric Jorgensen, Mathemagician & Co-founder [Finnriver Farm & Cidery](#)

An interactive conversation about lessons learned and strategies employed to survive and thrive during 2020. Three cideries will share how they adapted their business models, as well as the new directions & opportunities they are pursuing as they move forward into a post-COVID era.

*Thanks to Sponsor Keg Logistics.*

## LABELS & LANGUAGE: ACA UPDATES ON HOW WE TALK ABOUT CIDER

### MARKETING TRACK

#### Speakers:

- Philippe Bishop [Alpenfire Cider](#)
- Darlene Hayes, Writer [allintocider.com](#)
- Michelle McGrath, Executive Director [American Cider Association](#)

The range of possible profiles for cider is huge, meaning that talking about cider with media, retailers, and consumers can be challenging, to say the least. In this update, we'll discuss how the ACA's education and advocacy programming is working to elucidate all cider is and can be to these critical audiences, including new developments and program priorities.

## SHELF LIFE IMPROVEMENT FOR CANNED CIDERS

### MAKING TRACK

*Sponsored Session presented by [Enartis](#)*

**Speaker:** Jasha Karasek, Winemaking Specialist. [Enartis](#)

In this presentation, we will share some solutions for canned beverages that will improve shelf life, as well as introduce some new tools that may offer even more opportunities for the industry for increasing quality with this package segment.

# ORCHARD DESIGN AND STRATEGY

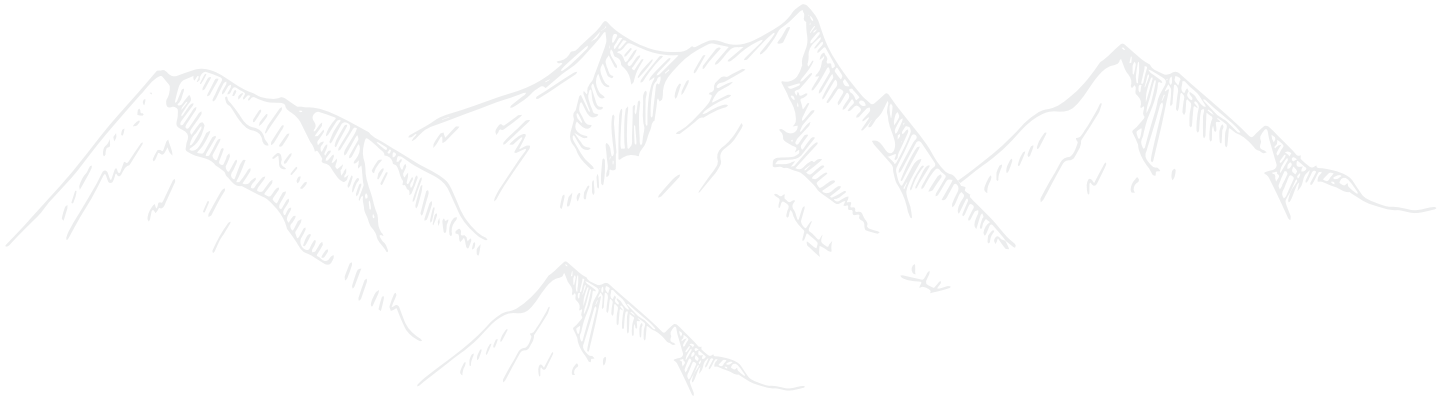
## GROWING TRACK

### Speakers:

- Ashley Thompson, [Oregon State University - Fruit Tree Extension](#) Wasco and Hood River Counties
- Taylor Sebastian [Scenic Road Cider](#)
- Nik Wiman, Assistant Professor & Orchard Specialist. [Oregon State University](#)

The panel will discuss their experiences with 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.

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# MAINSTAGE EVENTS

## OPENING SESSION

**TUESDAY 3/16, 9:00 AM – 9:40 AM**

Start your Symposium off right with a quick intro to Hopin and welcome on the Mainstage. Then we'll break out into roundtable discussions to get to know our fellow attendees. Get ready to turn on your video and sound.

## UNITY. (LIFE UNDER THE BIG TENT)

**WEDNESDAY 3/17, 9:00 AM – 10:15 AM**

*Keynote by Tom Oliver, Cidermaker & Owner at [Oliver's Cider and Perry](#)*

Is it possible for all cider makers to get along? Northwest Cider Association, the American Cider Association and indeed the National Association of Cider Makers in the UK both advocate for Life Under the Big Tent. However, it needs to be more than an awning to see a new day dawning, to take cider forward and for it to both gain market share and elevate its status because both aspects are vital for a vibrant future for cider.

The fact that cider ("an alcoholic drink made from fermented apple juice?") is worldwide, a very varied drink gives rise to much controversy. Ranging from the more tightly controlled definitions of Sidra in Spain and French Appellation d'Origine Contrôlée, Austria's Mostviertal, Germany's Apfelwein to the ability to make an alcopop, taxed as a cider in the UK but actually not containing any apple! While mainstream cider itself in the UK has a more complicated than necessary definition that says on the tin it must contain 35% apple juice but in reality can sink much lower than that. At least the USA shows more commitment to the apple with a 50% minimum.

However, maybe this inability to pin cider down, force it into a corner, be something that others want it to be, is a strength not a weakness.

Let's see.....

Tom Oliver is the cidermaker and owner at Oliver's Cider and Perry in Ocle Pychard, Herefordshire in the UK. We make a selection of fine Herefordshire ciders and perries with an emphasis on "balance" and "character" coupled with "drinkability". Based around the spontaneous ferment of selected varieties of cider apple and perry pear and what we trust is some imaginative and creative blending.

# TASTINGS

JOIN US FOR TWO TASTINGS FOLLOWED BY TIME TO HANG OUT AND MEET YOUR NW CIDER COMMUNITY.

## NW CIDER CLUB & SYMPOSIUM VIRTUAL TASTING

**TUESDAY 3/16, 4:30 – 6:00 PM**

Meet with cidemakers from across Washington state, as we host our premier Virtual Tasting for the NW Cider Club! Cidemakers from [NW Cider Club's spring 2021 Discover and Elevated Boxes](#) will be live to answer questions and share details about their cider, cideries (from Seattle to Wenatchee) and the passion that inspires them. NW Cider Club members and Symposium attendees are invited to join in and learn firsthand about a wide range of offerings, crafted from Washington apples and pears. Preview what will be in the tasting line up [here](#)!

**Featuring:**

Alpenfire Cider  
Bad Granny Cider  
Dragon's Head Cider  
Farmstrong Brewing/Ragged & Right Cider  
Finnriver Farm & Cidery  
Herb's Cider  
Independent Cider  
Snowdrift Cider  
Seattle Cider  
Union Hill Cider

## NW CIDER CLUB VIRTUAL COCKTAIL HOUR: FROM INGREDIENTS TO INTENTION

**WEDNESDAY 3/17, 4:30 – 5:30 PM**

Tune in for our debut NW Cider Club Virtual Cocktail Hour! A live step-by-step demo will guide you to create two cider cocktails. First, up, Union Hill Co-owner, Andrew Handley crafts a cidery original cocktail, Pinkheart Drop, reminiscent of a vodka lemonade, showcasing the delicate profile and soft pink hue of their Pinkheart cider made with red fleshed apples. [The second cocktail features Finnriver](#) Farm & Cidery's Black Current Social Justice Cider with craft bitters from Mountain Rose Herbs. Finnriver's award winning Cidermaker, Andrew Byers will talk shop about the cidery's production, mission and share how their [Social Justice Cider Project](#) is shifting energy towards greater equity and justice by raising awareness of BIPOC (Black, Indigenous, People of Color) led projects, sharing resources with groups doing this vital work.

**Featuring:**

Finnriver Farm Cidery  
Union Hill Cider



# Board Members

1. Scott Katsma, NWCA President - Seattle Cider Company  
2. Jon Clarenbach, NWCA Vice President - Former co-owner, Western Cider // 3. Nick Shephard, Treasurer, Irvine and Company // 4. Kristyn Fix, Secretary - Co-Owner, Slopeswell Cider Co. // 5. Anne Hubatch - Co-owner, Alter-Ego Cider // 6. Cassandra Schwartz - Communication, Community, and Marketing Strategist // 7. Andrew Byers - Co-Owner and Head Cidermaker, Finnriver Farm and Cidery // 8. Rachel Bolongaro - Fraser Valley Cider Co // 9. Madison Shirley - 2 Towns Ciderhouse // 10. Michelle Duncan, Double Mountain Brewery and Cidery // 11. Andy Callis - President, Callis Insurance



# We're doing this again in 2022, in person! 🙌

PLEASE SAVE THE DATE : MARCH 14-15, 2022



## WE WANT TO HEAR FROM YOU!

Help us improve the Symposium by taking the survey which will be emailed to you. Complete the survey and you could **win a free registration to the 2022 Symposium, a pair of tickets to the PICC Awards Party, a Cider Rite of Spring registration, or a \$100 gift card to Whole Foods!**

### FIND US ON SOCIAL MEDIA

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