

2021

NORTHWEST CIDER ASSOCIATION

ANNUAL REPORT

Together with 90+ cideries, the Northwest Cider Association creates a larger, stronger regional cider industry. Collectively, we raise awareness and quality of cider in the Pacific Northwest to increase consumer demand and grow sales.



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LETTER FROM THE BOARD PRESIDENT



Hello Northwest Cider Association Members!

If I haven't had the opportunity to meet you, my name is Scott Katsma and I work for Seattle Cider Company.

I am so incredibly happy to work in the cider industry here in Washington and to be a part of the greatest cider association in the (dare I say) world. Here at Seattle Cider Co, we are especially proud of the NWCA, which is why I am currently volunteering as our board chair.

There is no easy way to put it other than we all feel it in completely nuanced and unique ways. This past year has been another one for the books. Juice prices, endless pivoting, and never before seen obstacles makes it even more challenging to meet new customers in new ways.

I know we all have a lot on our plates. But go pour yourself a cider and take 10 minutes and read our annual 2021 report.

In good times and (insert whatever colorful adjective seems appropriate to you) other times, being there for each other makes all the difference. And albeit trite, I truly believe we are all better together. I know that's why I make time to show up for NWCA meetings and events. The work we do together goes a lot further and the work the NWCA does impacts the entire ALC/BEV category.

Please don't hesitate to reach out about anything the NWCA is doing, or if there is something you wish we would do. Everything in the NWCA's 2021 Annual Report is listed because someone asked for it.

Cheers and happy reading,

Scott

Dear Members,

Sales. Quality. Community. This is the NWCA mantra 12 years into the association's existence. Whether we are in a weekly staff or quarterly board meeting, we start each gathering reminding ourselves of the NWCA's three pronged mission:

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.

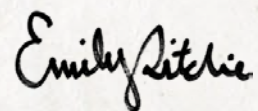
This annual report will be different than years past. Normally these pages are filled with festival photos and people toasting. For all the COVID related reasons you know, NWCA did not focus on our traditional activities in 2021 such as cider weeks or industry or media influencer events. The pivots required by 2020 sent NWCA on a trajectory of implementing innovative strategies in 2021. The obstacle is the way. We couldn't get together in person, so we did virtually. We held the first ever Northwest Cider Symposium and trade show, with over 250 attendees (from 12 states, 3 countries and 2 Canadian provinces).

We couldn't have consumers tasting cider at festivals, so we developed the NW Cider Club to get your cider directly into consumers' homes. In just its first year, the club swelled to 500 members and was named by Saveur Magazine as their #1 cider subscription box.

We effectively weighed in on policies that remove barriers and created opportunities for cider sales in Oregon and Canada. Added to that, over 160 ciders were submitted for judging to the 2021 Portland International Cider Cup. Wow! I believe in this industry, despite challenging conditions, because of you - the members. In 2021, the NWCA leveraged over \$300K in state and federal grants to support the cider industry and raised another half a million dollars to support programs that will directly benefit members over the next two years.

Cheers to the year ahead. May it bring each of you abundance, good health and wellness.

With gratitude,



Emily Ritchie

LETTER FROM THE EXECUTIVE DIRECTOR



NW cider-makers purchased 80 million lbs of apples!



In 2021, NWCA reached **900,000** people, made **2,043,000** impressions, and got **25,000** clicks



84% of NWCA members have a tasting room

48%
Females in NWCA member workforce



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

The 3 LARGEST craft cider-makers in the PNW are members



Average price for cider & heirloom fruit was \$50/lb



1/3 of members have their own orchard
1% of production was perry specifically



INCREASING SALES

The Northwest Cider Club

For nearly a decade, we have heard from members that to sell more cider, that you needed the NWCA to better “tell the story of NW Cider.” Great idea! But as you can guess, this directive raised so many questions such as “what actually is the story?” and “how do we tell it in a way that converts to sales?”

So we at the NWCA got to work:

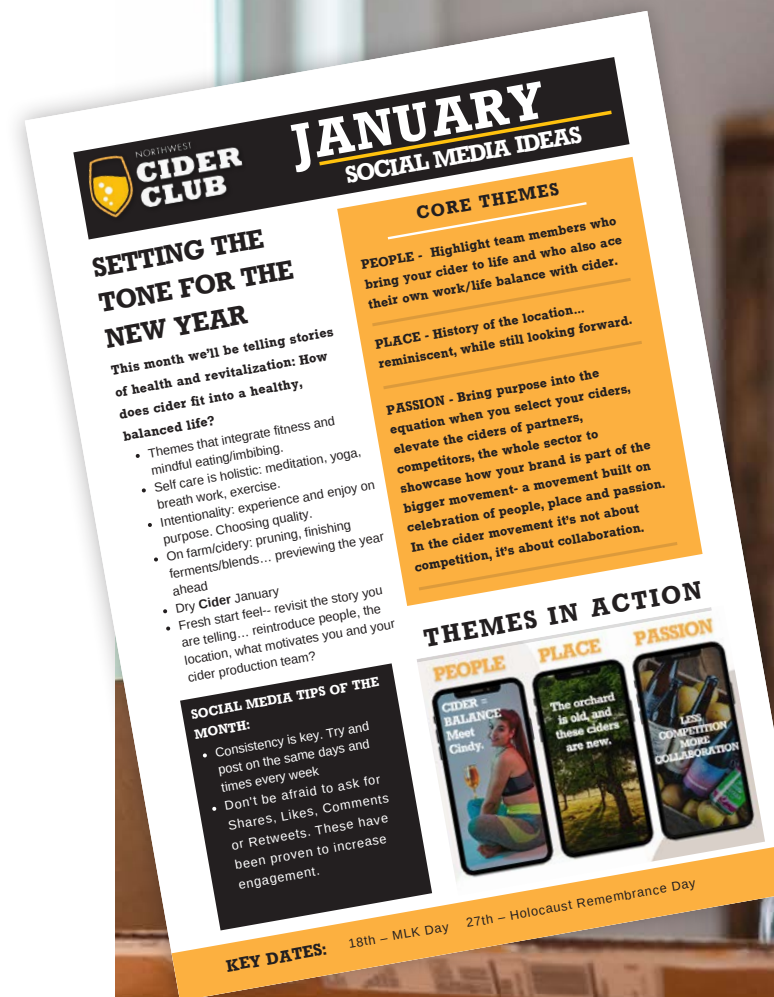
- Interviewing industry to uncover what the story of NW cider is in your own words
- Gathering market research to better understand consumer and trade attitudes
- Conducting competitive analysis
- Performing ongoing market research to track sales and macro influences on industry
- Developing a compelling, branded “shared story” for NW cider.

That work led to the NW Cider Club. The idea is to leverage the Cider Club to grow the overall cider category and tell the story of NW Cider across multiple brands, while conducting market research and developing marketing assets for all cideries.

Each month, we send association members research-backed marketing tips, professional photography, and sample copy to use in social media posts.

Now, cideries can work to educate consumers and buyers with the same top line messages tailored to your unique cidery. Together we can amplify and drive home the message that cider from the PNW is known for quality.

While Cider Club was new and shiny, we still did things we know drive sales like our online map and cider weeks. We focused on digital marketing this year with nearly no in-person events, though you might have heard our ads on public radio or seen the postcards we mailed to consumers. We also got involved in state and federal policies that affect your ability to do business (OR and British Columbia this year).



IN 2021, NWCA:

NW CIDER CLUB GOT **500** SUBSCRIBERS IN 35 STATES

REACHED **900,000** PEOPLE  

MADE **2,043,000** IMPRESSIONS  

GOT **25,000** CLICKS  

A photograph of a crowd of people at an indoor event, likely a cidery competition. In the foreground, three people are seated at a table, all wearing face masks. The man on the left is wearing a light blue surgical mask and a plaid shirt. The woman in the center is wearing a white N95-style mask, glasses, and a dark floral top. The woman on the right is wearing a dark red face mask, a purple knit beanie, and a tan jacket. In the background, other attendees are visible, including a man in a tuxedo and bow tie. The venue has a rustic, industrial feel with exposed brick walls, wooden paneling, and string lights hanging from the ceiling. A large window or glass door is visible in the background, and a red 'EXIT' sign is mounted above it.

REPUTATION FOR QUALITY

Most rigorous cider competition
in North America

Portland International Cider Cup 2021 looked for the
highest caliber cider made in the PNW



QUALITY

Portland International Cider Cup

In 2021, we continued our programmatic emphasis on ensuring PNW cider as a premium product and one that has a reputation for quality.

We host the Portland International Cider Cup with emphasis on strict results and incentives for new companies to enter and gain feedback. This is the only cider competition in the world so focused on quality and education of the maker and the judge rather than participation awards for the entrants. This year only 27% of the 165 entries won a medal.

We emphasize judges training classes so that key influencers in the trade can detect quality cider that is well balanced and flawless. We offer a free 90 minute class online with an additional 60 minute in-person tasting training to identify what common cider flaws can taste like. These trainings can also be found on our YouTube channel for free. The Awards Party that followed the PICC competition was a warm moment, as we finally got to see this community in person, gathered from as far away as Victoria. Favorite moments are when cidemakers, who are so humble and unexpected, are called up on stage and win a medal. Congrats to Sea Cider for reclaiming the Best In Show cup with their 2020 Bittersweet and to 2 Towns who won Runner Up year for their 11th anniversary. Remarkable, as Sea Cider was the cup winner in 2018 for the same Bittersweet cider and 2 Towns won it in 2019 for their 8th anniversary cider.



QUALITY AND COMMUNITY

The Northwest Cider Symposium



NORTHWEST CIDER SYMPOSIUM

March 16-18, 2021
Designed for attendees to
Learn, Grow, and Connect!

Virtual platform:

- 210 attendees
- from 12 states, 2 provinces, and 3 countries
- 2404 chat messages
- 26 trade show vendors
- 13 workshops

4 workshop tracks tailored for cidemakers, apple growers, cider marketers, and cidery owners. Keynote speaker Tom Oliver, of Oliver's Cider and Perry in the UK, spoke eloquently about the theme of unity and how our whole industry needs each other. To sustain and professionalize our cider community, we need small and large makers, allied suppliers, media and fans. We are better together. Thank you Tom!

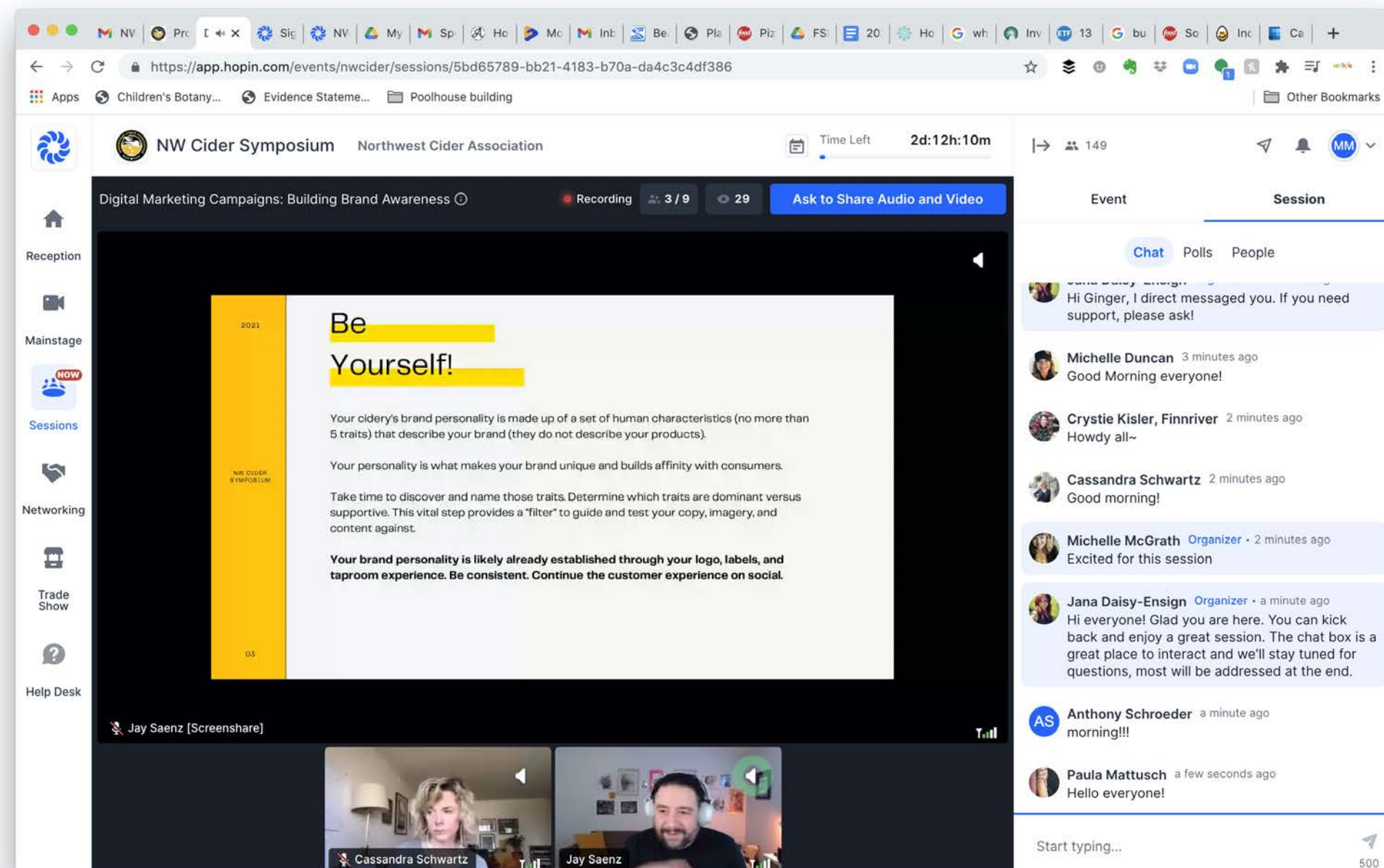
See you in person in Tacoma March 14th & 15th, 2022!

“I normally hate zoom networking, but this was great!”

“Surprised how much I enjoyed this virtual conference - great job!”

“Well done. Seriously. So, so well done.”

“This was much more than I was expecting to get from the virtual event. It was so great to connect with cider folks again and stoke the fires of relationships that were started before the shutdowns. Thank you all very much for all your hard work. Cheers.”



FINANCIALS

Gross revenue

We quintupled your membership dues this year! Those dues were the backbone of our budget which allowed us to bring in additional dollars from sponsors and US federal grants to make them go so much farther. Our federal grants support work to directly increase sales of Northwest made cider. Thank you for your membership and your participation. We couldn't do the club, Symposium, media outreach, industry networking, business development and cider competition without you.



WHO WE ARE

People, place,
passion

Formed in 2010, the Northwest Cider Association brings ciders and cider lovers together to share knowledge, experience and live the Northwest cider culture. We are a trade organization formed by cider producers throughout the Pacific Northwest to promote awareness of regional ciders.



NORTHWEST CIDER ASSOCIATION
- CIDERMAKER MEMBERS -



MAP LEGEND



Apple orchard
and/or farm



Cidermaking
and/or bottling



Tasting and/or
premise sales

Visit nwcider.com for more information.

✉ info@nwcider.com [f/nwcider](https://www.facebook.com/nwcider) [@nwcider](https://www.instagram.com/nwcider)

PEOPLE BEHIND THE WORK

NWCA activities are brought to you by many volunteers and helping hands. A few key people to contact are:



Emily Ritchie

Your Executive Director. She's based in Portland but travels quite frequently to be closer to members. She's the glue and connection to keeping us together while acting strategically to raise awareness of the NW cider category generally.

Contact: emily@nwcider.com



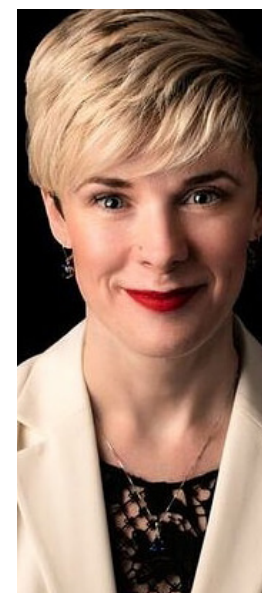
MJ Harris

NWCA's part time Membership Coordinator. She manages the PICC competition, the association's administration (member relations, website, event details, etc). She lives in Forest Grove, OR and is growing her own cider orchard.

Contact: info@nwcider.com

2021 Board of Directors

1. Scott Katsma, President - Director of Fermentation and Innovation, Seattle Cider Co. // 2. Jon Clarenbach, Vice President - Previously Western Cider Co-owner, Currently North Fork Consulting // 3. Nick Shepherd, 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 & Head Cidermaker, Finnriver Farm & Cidery // 8. Rachel Bolongaro - Owner, Fraser Valley Cider Co. // 9. Madison Shirley - Marketing, 2 Towns Ciderhouse // 10. Michelle Duncan - Sales, Double Mountain Brewery & Cidery // 11. Andy Callis - President, Callis Insurance

Thank you members!



www.nwcider.com

to renew your membership, email info@nwcider.com

To join, visit our website: nwcider.com/join-nwca

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