



**NORTHWEST
CIDER
SYMPOSIUM**

PROGRAM OF EVENTS

March 14, 2023

Proud to be a 2023 Presenting Sponsor

NW CIDER SYMPOSIUM

We are excited to host
**4:00PM
TO
5:30PM**

HAPPY HOUR

In our booth - March 14th
**BOOTH
17&18**

**NORTHWEST
NATURALS®**

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Since 1980, Northwest Naturals has specialized in transforming fruit into nutritious, natural juice concentrates, fruit essences, WONF juice blends, and turnkey liquid fruit solutions.

Today, Northwest Naturals is a leading supplier of fruit juice concentrates servicing cider makers, like you, all over the country.

Visit the Northwest Naturals booth (17&18) to discuss what delicious concoctions we can partner with you to create!

Contact Us • 425-285-2662 • www.nwnaturals.com • follow us on social media @nwnaturals_juice

WELCOME TO THE NW CIDER SYMPOSIUM

The Northwest Cider Association plays a vital role in the vibrant future of cider in the Pacific Northwest. In this ever-evolving world, we know the power of lifting each other up. That's why we are so grateful you are here. Welcome!

Thank you to the many voices who shaped the 2023 Symposium so that this event meets the specific needs of northwest cideries. Learning and working together is what makes the difference in the success and sustainability of our region's cider industry.

HIGHLIGHTS TO EXPECT IN 2023:

Mark your calendars! On the heels of the 2023 Symposium, NWCA has designed signature programming to increase demand for cider, empower cideries and encourage NW cideries' production of high quality cider. Here is what you can expect:

NORTHWEST CIDER CUP (FORMERLY PICC)

Save the date! Registration for the 10th annual NW Cider Cup submissions opens April 4th, 2023. To make this event successful, we need 20 more industry experts to join our team of judges and 10 stewards. If you are interested in judging or being a steward, please apply at tinyurl.com/2p825n5h by March 31st. The competition will be June 12th, 2023 at McMenemy Kennedy School in Portland and our fabulous awards party will take place June 15th, 2023.

NW CIDER CLUB

NWciderClub.com is our direct-to-consumer sales and marketing program we launched at the end of 2020 for association members. Since its inception, we have shipped over 4,000 perfectly -picked, carefully curated club boxes to 39 states, telling the story of our region's cider and the passionate people who craft it.

COLLECTIVE MARKETING TO TELL THE STORY OF NW CIDER

Each monthly newsletter includes marketing prompts and photos to strengthen your brand's social media through the industry identified content wells of people, place, passion and products. Make sure you have access to the free professional photos! Email MJ Harris for access, info@nwcider.com

CIDERCON 2024

We're thrilled CiderCon is coming to Portland, Oregon January 16-19, 2024. As a result, NWCA will focus our energies on supporting this CiderCon and will not host a 2024 Symposium. NW Cider Symposium will resume March 2025.

NWCA seeks to make the most of CiderCon and to drive NW cider sales. Starting this summer, NWCA team member Jana Daisy Ensign will begin coordinating a special edition of Oregon Cider Week to take place surrounding CiderCon. We need at least 5 NWCA members to help plan cider week as well as an impactful buyer/media event for northwest cideries to kick off CiderCon. Reach out to janad@nwcider.com to be in the loop and be a part of the planning.

CONNECT WITH US!

Please make sure you're following us on Facebook and Instagram @nwcider. We are so excited to see all of you together!

Yours,



Emily Ritchie
Executive Director, Northwest Cider Association

Cheers,



Scott Katsma
NWCA Board President, Seattle Cider Co

VISIT THE TRADE SHOW



VENDORS BY BOOTH NUMBER

ORGANIZATION	BOOTH #
Columbia Label	1
Petainer	2
Della Toffola	3
G&D Chillers	4
Gusmer Enterprises, Inc	5
Greater Gig Harbor Foundation - CIDER SWIG	6
G4 Kegs	7
Heidi Moore Country Financial	8
Trysk Print Solutions	9
CanSource	10
Enartis	11
Cider Bar 🍷 (open 4 - 5:30 pm)	12
American Cider Association	13
Weber Flavors	14
Criveller	15
Wyeast	16
Northwest Naturals	17 - 18
Cider Bar 🍷 (open 4 - 5:30 pm)	18
Empire Can Handling	19
Great Little Box Co	20
Scott Labs	21
GEA	22
Ekos	23
Jenrey	24

ORGANIZATION	BOOTH #
Craft Canning	25
Washington Farm Bureau	26
Cider Institute of North America	27
Rack & Maintenance Source	28
Northwestern Extract	29
Atlas Labels & Packaging	30
FruitSmart	35
Cider Bar 🍷 (open 4 - 5:30 pm)	36
Juicing.Systems	37
ProRefrigeration	38

VENDORS BY ALPHABETICAL ORDER

ORGANIZATION	BOOTH #
American Cider Association	13
Atlas Labels & Packaging	30
CanSource	10
Cider Institute of North America	27
Columbia Label	1
Craft Canning	25
Criveller	15
Della Toffola	3
Ekos	23
Empire Can Handling	19

ORGANIZATION	BOOTH #
Enartis	11
FruitSmart	35
G&D Chillers	4
G4 Kegs	7
GEA	22
Great Little Box Co	20
Greater Gig Harbor Foundation - CIDER SWIG	6
Gusmer Enterprises, Inc	5
Heidi Moore Country Financial	8
Jenrey	24
Juicing.Systems	37
Northwest Naturals	17 - 18
Northwestern Extract	29
Petainer	2
ProRefrigeration	38
Rack & Maintenance Source	28
Scott Labs	21
Trysk Print Solutions	9
Washington Farm Bureau	26
Weber Flavors	14
Wyeast	16

THANKS TO OUR SPONSORS:

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PRESENTING SPONSOR



AGENDA OVERVIEW

START	END TIME	EVENT	LOCATION	TRACK
8:00 AM		Registration Check in Open	Registration Desk	
8:00 AM	9:00 AM	Coffee & Visit the Trade Show	Ballroom & Registration Lobbies	
9:00 AM	10:30 AM	Opening Session & Discussion Groups	Ballroom AB	
10:45 AM	11:45 AM	Workshop Sessions A		
		Orchard Operations: Labor Issues and Employment Sustainability	315	Growing
		French Style Cider Process	316	Making
		Do's and Don'ts, Will's and Won'ts: Engaging Effectively with Media	Ballroom C	Marketing
		Cidery Data Analytics – Nerding Out With Numbers	Ballroom D	Executive
11:45 AM	12:15 PM	Visit the Tradeshow	Ballroom & Registration Lobbies	
12:15 PM	1:15 PM	Lunch	Ballroom AB	
1:30 PM	2:30 PM	Workshop Sessions B		
		Five things you can do TODAY to level up your social media	315	Marketing
		Wood and Barrel Programs for the Cidermaker	316	Making
		Evolution of Pommages for Cider in North America	Ballroom C	Growing
		Craft 5 Different Cider Styles from One Variety	Ballroom D	Making
2:30 PM	3:00 PM	Visit the Trade show & Book Signing	Ballroom & Registration Lobbies	
3:00 PM	4:00 PM	Workshop Sessions C		
		Climate Change Implications, Opportunities, and Planning for Uncertainty	315	Growing
		An Inside Job: Building an Unbreakable Culture for Results	316	Executive
		Let's get COZY with CO-FERMENTS	Ballroom D	Making
4:00 PM	5:30 PM	Cider Happy Hour in the Trade Show	Ballroom & Registration Lobbies	
5:30 PM	7:30 PM	After Party at Incline	2115 S C St	

HELLO ~~NEW DRINKING BUDDY~~ FELLOW CIDER LOVER,

Since we are both ~~ENJOYING FREE BOOZE~~ working hard together at this ~~COCKTAIL PARTY DISGUISED AS NETWORKING EVENT~~ cider symposium, let's chat about insurance! Kidding. Let's do more sampling...

BUT... when you're ready to protect your business with honest & trustworthy customized insurance from a local agent who cares, know that I've got you covered from orchard to bottle.

Get ahold of me & we can set a time to ~~GO DAY DRINKING~~ meet for coffee or jump on a video call.

CHEERS!

HEIDI MOORE

Heidi Moore Agency | heidi.moore@countryfinancial.com | 503.550.3191

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OPENING SESSION & DISCUSSION GROUPS

9:00 AM - 10:30 AM • BALLROOM AB

Join NWCA Executive Director Emily Ritchie and Board President Scott Katsma for updates on the NW Cider industry. Then we'll break into small groups to meet each other and discuss our shared interests.

DISCUSSION GROUP TOPICS

- | | | |
|--|---|---|
| 1. Apple & Fruit Sourcing | 9. Foraging for Fruit | 18. Recovery & Alcoholism |
| 2. Blending Ideas | 10. How to Talk to the Press | 19. Regulations & Labeling |
| 3. Cider Industry Status and Future | 11. Human Resources | 20. Resources for Cider Producers |
| 4. Clubs - Working with a Direct Shipper | 12. Managing Microbes | 21. Scaling Up Production |
| 5. Diversity, Equity, & Inclusion in the Workforce | 13. Marketing | 22. Selling in Japan |
| 6. Economic Development | 14. Mentorship Programs | 23. Small Scale Orchard |
| 7. Environmentally Friendly Businesses | 15. Named Appellations for Cider Regions | 24. Starting a Tasting room |
| 8. Fermentation & Quality Control | 16. New to the Industry / Cider in Planning | 25. Tasting Room Event Ideas - Getting Creative |
| | 17. Out-of-the-box & Off the Wall Ciders | |



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WORKSHOP SESSION A

10:45 AM - 11:45 AM

ORCHARD OPERATIONS: LABOR ISSUES AND EMPLOYMENT SUSTAINABILITY

GROWING TRACK • MEETING ROOM 315

Presenters:

- Edgar Franks, Political Director, [Familias Unidas por la Justicia](#)
- Kyle McLennan, Co-Founder & President, [19 Acres Cider Co](#)

Learn about orchard operations from multiple perspectives. Edgar Franks of Familias Unidas por la Justicia will discuss the work of picking & processing fruit and the health impacts of workers and communities. Kyle McLennan of 19 Acres and Oregon Heritage Farms will share details about orchard operations, highlighting hiring and retaining workers.

FRENCH STYLE CIDER PROCESS

MAKING TRACK • MEETING ROOM 316

Presenters:

- Hervé Duclos, Cidermaker, [Domaine Duclos Fougeray](#)
- Moderator: Darlene Hayes, Writer, [allintocider.com](#)

A presentation of the different steps of the French method of making farm and craft ciders will give you the keys of success to produce a naturally sweet quality cider. The following topics will be covered: Raw material quality, pressing, clarification, fermentation speed control, and different sparkling methods.

DO'S AND DON'TS, WILL'S AND WON'TS: ENGAGING EFFECTIVELY WITH MEDIA

MARKETING TRACK • BALLROOM C

Presenters:

- Kristin Bacon, Publisher & CEO, [Sip Magazine](#)
- Caitlin Braam, Founder & CEO, [Yonder Cider & The Source](#)

Ever wonder how to get your cidery featured in your favorite media outlet? It may be easier than you think. Learn the ins and outs of working with the media. Leave this session with press release templates, social media tactics, easy product photography tricks, tips for sending samples, suggestions on what not to do and much more.

CIDERY DATA ANALYTICS – NERDING OUT WITH NUMBERS

EXECUTIVE TRACK • BALLROOM D

Presenters:

- Casey Baxter, National Sales Director, [Blake's Hard Cider](#)
- Aaron Sarnoff-Wood, Co-Founder / VP of Sales, [2 Towns Ciderhouse](#)

Let's take a look at National & Regional cider in the PNW and cider's performance compared to the total beer market utilizing IRI & Nielsen analytics. We'll dive into trends, leading package formats, ABV, and cider styles. Learn how data can help your business & how to translate data to fine tune your approach to market sales and production.

PRODUCTS AND SUPPLIES FOR CIDER PRODUCTION

- 🍷 Fermentation Products
- 🍷 Canned Packaging Support
- 🍷 Shelf Life Improvement Strategies
- 🍷 Products to differentiate cider styles

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NORTHWEST
**CIDER
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premier
multi-brand
cider club at
nwciderclub.com



WORKSHOP SESSION B

1:30 PM - 2:30 PM

FIVE THINGS YOU CAN DO TODAY: LEVEL UP YOUR SOCIAL MEDIA

MARKETING TRACK • MEETING ROOM 315

Presenter:

- Maura Hardman, PR & Marketing Manager, [Seattle Cider Company](#)
- Molly Leadbetter, Co-Owner & Marketing Director, [Meriwether Cider](#)

If you're ready to improve your cider social media presence but don't know where to invest your time and energy, this session is for you. Join Molly Leadbetter of Meriwether Cider and Maura Hardman of Seattle Cider Co as they discuss actionable strategies, tips and tactics for video, storytelling, user generated content, images, and interacting with your audience.

WOOD AND BARREL PROGRAMS FOR THE CIDERMAKERS

MAKING TRACK • MEETING ROOM 316

Presenter:

- Seth Cohen, Cidermaker, [Archibald James Wine and Ciderworks](#)
- Hervé Duclos, Cidermaker, [Domaine Duclos Fougeray](#)

Join us to discuss the applications of oak and cooperage in cider production, from choosing the right barrel or wood products to managing cooperage in the cellar. We will cover tactics and objectives for the use of barrels in your cider program and the influence on cider character and attributes.

EVOLUTION OF POMMAGES FOR CIDER IN NORTH AMERICA

GROWING TRACK • BALLROOM C

Presenter:

- Claude Jolicoeur, Author & Cidermaker, [Cider Planet](#)
- Moderator: Darlene Hayes, Writer, [allintocider.com](#)

In regions where there is no long-standing cider tradition, it is more difficult to select appropriate apple varieties than it is in traditional cider regions of Europe where pommages are well characterized. This presentation focuses on the steps leading to the establishment of original pommages in North America and PNW.

CRAFT 5 DIFFERENT CIDER STYLES FROM ONE VARIETY

MAKING TRACK • BALLROOM D

Presenter:

- Lorenza Allen, Technical Marketing Specialist, [Enartis](#)
- Andrew Byers, Cider Maker, Duke of Tanks, [Finnriver Farm & Cidery](#)

Join us and taste how different cider flavors can be created from one single dessert apple variety. In this session we will explore powerful diversification tools available to cidermakers and showcase the potential of mannoproteins, yeasts, tannins, and oak alternatives.

Sponsored Session presented by Enartis.



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Solutions. Naturally.

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OF THE CIDER
INDUSTRY**
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*your solution for any
apple, other fruits, and
botanical needs*

WORKSHOP SESSION C

3:00 PM - 4:00 PM

CLIMATE CHANGE IMPLICATIONS, OPPORTUNITIES, AND PLANNING FOR UNCERTAINTY

GROWING TRACK • MEETING ROOM 315

Presenters:

- Kathryn Doonan, Extension Coordinator, [WSU Center for Sustaining Agriculture & Natural Resources](#)
- Marcus Roberts, Cidermaker / President, [Tieton Cider Works](#)

Climate change is not just a looming, future threat. Impacts are being felt in orchards across the state, through changing seasonal temperatures, pests, and even possible positive effects. What are some practical implications of climate change? How can we improve climate adaptation and resiliency through management practices, even in an uncertain future?

AN INSIDE JOB: BUILDING AN UNBREAKABLE CULTURE FOR RESULTS

EXECUTIVE TRACK • MEETING ROOM 316

Presenters:

- Moe Carrick, Author & CEO, [Moementum, Inc](#)
- Colin Schilling, CEO & Co-Founder, [Schilling Hard Cider](#)

Want great performance for your company? Frustrated with never ending people issues? It's time to fix your culture. Culture is measurable but not visible, simple but not easy, hard to build but easy to break. Join us to explore how Schilling Cider shifted their efforts to create a tangible positive culture that employees rave about.

LET'S GET COZY WITH CO-FERMENTS

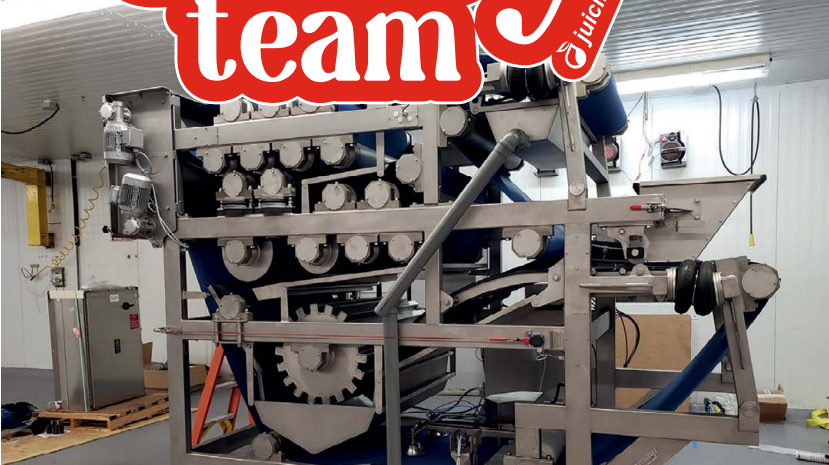
MAKING TRACK • BALLROOM D

Presenters:

- Kim Hamblin, Cidermaker, [Art+Science, Cider+Wine](#)
- Christine Walter, Head Cider Maker and Owner, [Bauman's Cider Company](#)
- Nick Gunn, Consultant, [BenchGraft Cider Consulting](#)

Everything you've ever wanted to know about mixing up your fruits and fermenting them but have been afraid to ask! We will cover sexy topics such as: Is there a name for this? Does it change your tax class? Does timing matter? What could go wrong? And why would anyone even want to do this?

Together
a we'll make
Juicy
team



Come say hi!
We're in booth #37



CIDERCON® 2024

Jan. 16 - 19 | Portland, OR

American Cider Association's annual conference is back in the PNW! Visit ciderassociation.org today.

OTHER EVENTS

11:45 AM - 7:30 PM

ASK THE EXPERT: LABELING, PACKAGING & COMPLIANCE

11:45 AM - 12:15PM • LOCATION: NEAR THE REGISTRATION DESK

Presenters:

- Aaron Sarnoff-Wood, Co-Founder / VP of Sales, [2 Towns Ciderhouse](#)

Do your COLAs keep getting rejected? Want some clarification as to which tax class your cider is in? Want to make an imperial cider and do it compliantly? Bring your labeling, packaging, and compliance questions to Aaron who has been through it all and can point you in the right direction.

CIDER PLANET BOOK SIGNING

2:30 PM - 3:00 PM • LOCATION: AMERICAN CIDER ASSOCIATION BOOTH #13

Presenters:

- Claude Jolicoeur, Author & Cidermaker, [Cider Planet](#)

Claude Jolicoeur is a long-time cider maker and author of the recently released Cider Planet and of The New Cider Maker's Handbook, which has been acclaimed worldwide as a major reference on the topic of cider making. Cider Planet is available for purchase at the ACA booth.

CIDER HAPPY HOUR

4:00 PM - 5:30 PM

Join us for a cider, snack, and social hour in the Trade Show. Make one final round of connections with our Allied Supplier members and grab a taste of cider from any of the three cider bars.

Happy Hour is sponsored by the American Cider Association.



AFTER PARTY

5:30 PM - 7:30 PM • INCLINE CIDER, 2115 S C ST

Toast to a successful Symposium! After happy hour, walk down to Incline Cider House for 16 taps loaded with ciders from symposium attendees. Incline is graciously giving attendees a 15% discount on all tabs and cider flights are just \$10.



COMING UP IN JUNE

JUNE 12, 2023



Northwest CIDER CUP

NW Cider Cup, formerly Portland International Cider Cup, returns on June 12, 2023 for a 10th year. The competition encourages and provides training in support of NW cideries' pursuit of crafting high quality cider. With an ever-deepening understanding of apple origins, cultivation and evolving cidermaking techniques, NWCA significantly revised the Categories Accepted for the 2023 competition.

CATEGORIES ACCEPTED

Accepting entries starting April 4.
picc.nwcider.com

CIDER MADE FROM FERMENTING APPLES

LOW-TANNIN CIDERS

- DRY FG < 1.007 (< 1.8 Brix)
- SWEET FG > 1.007 (> 1.8 Brix)

HIGH-TANNIN CIDERS

- DRY FG < 1.007 (< 1.8 Brix)
- SWEET FG > 1.007 (> 1.8 Brix)

WOOD/OAKED CIDERS

- DRY FG < 1.007 (< 1.8 Brix)
- SWEET FG > 1.007 (> 1.8 Brix)

RED-FLESHED CIDERS

- DRY FG < 1.007 (< 1.8 Brix)
- SWEET FG > 1.007 (> 1.8 Brix)

SINGLE VARIETAL CIDERS

CIDER WITH ADDITIONS

FRUIT CIDERS

- CO-FERMENTED
- POST-FERMENTATION
ADDITION

BOTANICAL CIDERS

- HOPPED
- HERBED
- SPICED

PERRY MADE FROM FERMENTING PEARS

PERRIES

- LOW-TANNIN PERRIES
- HIGH-TANNIN PERRIES

CIDER WITH SPECIALTY PRODUCTION

SPECIALTY CIDERS

- FORTIFIED
- UN-FERMENTED/
LOW ALCOHOL/ALC-
REMOVED
- OTHER

SAVE THE DATE

FOR THE NW CIDER
CUP AWARDS PARTY!

JUNE 15, 2023

AT POLARIS HALL IN
PORTLAND



WE WANT TO HEAR FROM YOU!

Help us improve the Symposium by taking the Symposium survey. Look for it in your email after the Symposium.

FIND US ON SOCIAL MEDIA

 /nwcider  @nwcider

THANKS TO OUR PLANNING TEAM!

A huge shout out to the 2023 NW Cider Symposium Planning Team. Thank you for helping plan the Symposium!

Eliseo Bell-Urbe
Rachel Bolongaro
Ava Davis
Joshua Hail

Maura Hardman
Dave Klawer
Molly Leadbetter
Angela Prosher

Colin Schilling
Emily Seely
Christine Walter
Eric Willard



Thanks to Callis Insurance for
helping us connect!

Join WiFi Network: GTCTC Public



NWCA MULTI YEAR MARKETING PLAN

OBJECTIVE

#1

Build the reputation of the Northwest cider industry as the global category leader, known for premium, innovative and genuine ciders, as measured by changed consumer habits.

OBJECTIVE

#2

Increase Northwest cider demand and share.

STRATEGIES

Steward industry trade/gatekeepers (defined as: distributors, account buyers, bartenders, media and influencers) on their journey from 'cider curious' to 'cider ambassador,' establishing/nurturing long term relationships, providing consumer insights and cider education/experiences.

Gain insight into who the 'cider curious' consumer is, learning their habits/preferences and illuminating how to best reach them. Use these insights to help educate/inspire this actively buying, established market segment to choose NW cider more often. Support trade/gatekeepers to provide more selection/opportunities to choose cider.

Empower NW cideries, with collective effort, sharing valuable insight about the dynamic cider market and the PNW cider curious customer. Work hand in hand welcoming trade/gatekeepers to become cider ambassadors. Build excitement and alignment among cider industry members to amplify marketing efforts and outcomes.

AUDIENCES

Industry Trade/Gatekeepers defined as:
distributors, account buyers, bartenders, media and influencers

'Cider Curious' Consumers defined as: individuals who are already selecting and purchasing cider some of the time, but don't necessarily consider themselves a 'cider person' or 'cider fan.'

Cideries defined as: cideries large and small, urban and rural, situated in the Northwest Cider Association footprint, which includes: OR, WA, ID, MT and British Columbia.

Board Members

1. Scott Katsma, President - Director of Fermentation and Innovation, Seattle Cider Co. //
2. Andrew Byers, Vice President - Co-Owner & Head Cidermaker, Finnriver Farm & Cidery //
3. Rachel Bolongaro, Treasurer - Fraser Valley Cider Co. // 4. Kristyn Fix, Secretary - Co-Owner, Slopeswell Cider Co. // 5. Emily Ritchie, Executive Director Northwest Cider Association // 6. Molly Leadbetter, Board Member - Co-owner, Meriwether Cider // 7. Cassandra Schwartz, Board Member - Communication, Community, and Marketing Strategist // 8. Jose Gonzalez, Board Member - La Familia Cider Company // 9. Amy Wood, Board Member - Senior Vice President, Curious Plot // 10. Andy Callis, Board Member - President, Callis Insurance // 11. Louann Casares, Board Member - Director of Human Resources, 2 Towns Ciderhouse // 12. Trevor Hertrich - Wine Educator at Naked Wines, Hood River, OR





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Wyeast Laboratories' heritage collection of premium liquid yeast strains has been trusted for decades to produce craft ciders worthy of a legacy, with pure, proven strain selection, guaranteed freshness, and customization to suit your cidery and fermentation style.

Craft your legacy with Wyeast.

Explore our products at [wyeastlab.com](https://www.wyeastlab.com)