



NORTHWEST CIDER SYMPOSIUM



PROGRAM OF EVENTS

March 17, 2026



2026-2027

CIDERMaking Handbook

PREMIUM PRODUCTS FOR CIDERMaking

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Check out the 2026-2027 Scott Laboratories Cidermaking Handbook here! scottlab.com



VISIT THE TRADE SHOW



VENDORS BY BOOTH NUMBER

ORGANIZATION	BOOTH #
Scott Laboratories	1 & 2
Glass Tech	3
Sonderen Packaging	4
Omnia Technologies	5
Juicing Systems	6
Fermentis	7
Berlin Packaging	8
Craft Printing	9
WA Wine Institute	10
Wyeast Laboratories 🍷	11 & 12
Columbia Label	13
Criveller California	14
TricorBraun Canada	15
American Cider Association	16
Northwest Naturals 🍷	17 & 18
Enartis USA	19
Harvest Hosts	20
Trysk Print Solutions	21
Alcohol and Tobacco Tax and Trade Bureau	22
Relm West Labels & Packaging	23
Northwestern Extract	24

ORGANIZATION	BOOTH #
Cascadia Canning	25
Brewery Branding	26
Euro-Machines	27
Irvine & Company CPAs	28
Cider Institute	29
Salmon-Safe	30
Northwest Cider Association 🍷	32
Goodnature Products	33
FruitSmart	36
Pro Refrigeration	38

VENDORS BY ALPHABETICAL ORDER

ORGANIZATION	BOOTH #
Alcohol and Tobacco Tax and Trade Bureau	22
American Cider Association	16
Berlin Packaging	8
Brewery Branding	26
Cascadia Canning	25
Cider Institute	29
Columbia Label	13
Craft Printing	9
Criveller California	14
Enartis USA	19

ORGANIZATION	BOOTH #
Euro-Machines	27
Fermentis	7
FruitSmart	36
Glass Tech	3
Goodnature Products	33
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Irvine & Company CPAs	28
Juicing Systems	6
Northwest Naturals 🍷	17 & 18
Northwestern Extract	24
Northwest Cider Association 🍷	32
Omnia Technologies	5
Pro Refrigeration	38
Relm West Labels & Packaging	23
Salmon-Safe	30
Scott Laboratories	1 & 2
Sonderen Packaging	4
TricorBraun Canada	15
Trysk Print Solutions	21
WA Wine Institute	10
Wyeast Laboratories 🍷	11 & 12

🍷 Visit these locations during Happy Hour, 4:15 - 5:30pm to sample ciders

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HARVEST
HOSTS



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	
8:15 AM	8:50 AM	The Great NW Scion Exchange	315	
9:00 AM	10:50 AM	Opening Session & Discussion Groups	Ballroom AB	
11:00 AM	12:00 PM	Workshop Sessions A		
		Getting Your Cider on Restaurant Menus	315	Marketing
		Harvest Trial: Assessing Ground-fallen Versus Tree-harvested Fruit	316	Growing
		Growing Profitability in Cider: From Cost Discipline to Revenue Strategy	Ballroom C	Executive
		Designed for Easy Drinking: Styles and Strategies for Low ABV Ciders	Ballroom D	Making
12:00 PM	1:00 PM	Lunch & Regional Networking	Ballroom AB	
1:00 PM	1:45 PM	Live Demos & Book Signing in the Trade Show	Ballroom & Registration Lobbies	
1:45 PM	2:45 PM	Workshop Sessions B		
		How to Pitch Media Without a Dedicated PR Budget	315	Marketing
		Organic Methods for the Cider Apple Grower	316	Growing
		Ask the Expert - advance sign up required	Ballroom AB & C	Executive
		Crafting Complexity: Decoding Esters in Cider Through Science and Sensory	Ballroom D	Making
2:45 PM	3:15 PM	Visit the Trade Show	Ballroom & Registration Lobbies	
3:15 PM	4:15 PM	Workshop Sessions C		
		Turning Travel into Traffic: Agritourism & Marketing for Cideries	315	Marketing
		Sensory Analysis for Cidermakers: Judging, Quality, Consistency	316	Making
		Lessons Learned from Exits within the Craft Beverage Space	Ballroom C	Executive
		Designing Cider for Fine Dining	Ballroom D	Making
4:15 PM	5:30 PM	Cider Happy Hour in the Trade Show	Ballroom & Registration Lobbies	
4:30 PM	5:00 PM	Swag Swap	Registration Desk	

OPENING SESSION & DISCUSSION GROUPS

9:00 AM - 10:50 AM

BALLROOM AB

Join NWCA Executive Director Emily Ritchie and Board President Andrew Byers for a welcoming, energizing start to the day, because being together truly matters. Take a moment to reconnect with the people who shape this industry. We'll break into small groups so you can meet new faces, exchange ideas, and strengthen the relationships at the heart of this community.

[Thanks to our Coffee Sponsor AgWest.](#)

LIVE DEMOS IN THE TRADE SHOW

New this year we have live demos and book signings in the trade show!

Check out these engaging events right after lunch:

1:00 PM:

- Fermentis: Easy to Use Direct Pitching, booth 7
- NW Naturals: Formulating Fruit Builds for Consistency and Reliability, booth 17
- ACA: Book Signing with Jennie Dorsey, *Cider Paired and Plated: The Art of Food and Cider Pairing*, booth 16

1:20 PM:

- Enartis: Easytech – Inoculations Without Rehydration, booth 19
- Wyeast: Science Class: See Liquid Yeast Health at the Microscopic Level, booth 11
- ACA: Book Signing with Darlene Hayes, *Apple Tales*, booth 16

1:00 PM - 1:45 PM:

- Cider Institute: Technical Feedback on Your Cider booth 29. Visit the Cider Institute booth for informal technical feedback. Join us for an open opportunity to ask questions and gain insights from experienced professionals on production and technical considerations.



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PRODUCTS AND SUPPLIES FOR CIDER PRODUCTION

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



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WORKSHOP SESSION A

11:00 AM - 12:00 PM

GETTING YOUR CIDER ON RESTAURANT MENUS

MARKETING TRACK • MEETING ROOM 315

Speakers:

- Yakira Batres, Wine Director, [Tomo](#)
- Dana Frank, Wine Director, [Langbaan](#)
- Moderator: Zach Geballe, Podcast Host, [The VinePair Podcast](#)

Selling cider to restaurants can be complex. This moderated panel brings together respected beverage professionals to discuss where cider fits on today's menus. Learn how to approach buyers, navigate pricing, understand restaurant expectations, and build lasting on-premise relationships.

HARVEST TRIAL: ASSESSING GROUND-FALLEN VERSUS TREE-HARVESTED FRUIT

GROWING TRACK • MEETING ROOM 316

Speakers:

- Ashley Lindsay, Orchardist & Orchard Consultant, [Pleasant Valley Cider Apples](#)
- Dave Takush, Head Cidermaker, [2 Towns Ciderhouse](#)

Join us for an informative presentation on a collaborative experiment from a cidery and a grower. Kingston Black apples were harvested via two different methods, ground-fallen and tree-harvested, then fermented separately. The team will share laboratory and sensory analysis as well as harvest labor data. Attendees will taste the cider trials and evaluate which method is ideal for their production process.

GROWING PROFITABILITY IN CIDER: FROM COST DISCIPLINE TO REVENUE STRATEGY

EXECUTIVE TRACK • BALLROOM C

Speakers:

- Nick Shepherd, CPA / Partner, [Irvine + Company](#)
- Aaron Sarnoff-Wood, Co-Founder / VP of Sales, [2 Towns Ciderhouse](#)

Explore how brands can improve profitability without relying on cost-cutting or production efficiencies. We'll focus on commercial levers that impact the bottom line: retail pricing, distributor and retailer margins, price increases, and package formats. Drawing on real-world experience from today's challenging market, the talk examines how brands can protect value, strengthen three-tier relationships, and grow sustainable profit in an increasingly competitive and price-sensitive environment.

DESIGNED FOR EASY DRINKING: STYLES AND STRATEGIES FOR LOW ABV CIDERS

MAKING TRACK • BALLROOM D

Speakers:

- Mike Berical, Production Manager, [Bauman's Cider Company](#)
- David Hendrickson, [Carola Wines + Cider](#)
- Nate Ambrust, Technical Sales - Beverage Integrity and Filtration, [Scott Laboratories](#)
- Moderator: Caitlin Braam, Founder & CEO, [Yonder Cider](#)

Whether you're looking to maximize sustainability or diversify your offerings, low-ABV cider is a growing and versatile category. Incorporating a blend of information, tasting and Q&A, this session explores a variety of methods, from fermentation control to pressing techniques to blending strategies, alongside common technical challenges and solutions. We'll also dig into why makers pursue low-ABV cider, creative experimentation in a growing space, and marketing strategies.

LUNCH & REGIONAL NETWORKING

12:00 PM - 1:00 PM • BALLROOM AB

[Thank you to our Lunch Sponsor - Oregon Wine Board.](#)




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Harvest Hosts is a free marketing platform connecting cideries and other small businesses with 250k+ travelers. **Our Members have driven more than \$200M in direct sales to our partners!**

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WORKSHOP SESSION B

1:45 PM - 2:45 PM

HOW TO PITCH MEDIA WITHOUT A DEDICATED PR BUDGET

MARKETING TRACK • MEETING ROOM 315

Speakers:

- Lyndsay Dyk, Founder and Publicist, [Field Day PR](#)
- Ramsey Cox, Media Relations and Public Affairs, [Ramsey Cox PR](#)

Earned media is a powerful way for cideries to build trust, visibility, and ultimately grow sales - on any budget. Learn to pitch journalists, craft compelling story angles, and execute a successful interview to grow your brand awareness. Join this session for practical tools to generate meaningful press and make the most of media opportunities.

ORGANIC METHODS FOR THE CIDER APPLE GROWER

GROWING TRACK • MEETING ROOM 316

Speakers:

- Todd Anderson, Assistant Professor of Practice, [Center for Resilient Agriculture and Food Systems, OSU](#)
- Katrina McAlexander, 3rd generation Farmer & cider/wine/beer maker, [Mt View Orchards](#)

This session explores integrated pest management (IPM) and nutrient strategies that improve orchard sustainability at any scale. Learn organic-approved methods for managing common pests and diseases, their limitations, and how to integrate them into existing IPM programs, along with cost-effective nutrient management that supports soil and watershed health across diverse orchard systems.

CRAFTING COMPLEXITY: DECODING ESTERS IN CIDER THROUGH SCIENCE AND SENSORY

MAKING TRACK • BALLROOM D

Speakers:

- Anne Flesch, Technical Sales Support Manager, [Fermentis](#)
- Adam Wargacki, Cidermaker, [Empyrial Cider](#)

Let's explore esters - the aromatic compounds behind cider's most expressive fruity and floral aromas. Through a guided tasting, participants will sharpen sensory recognition of key esters. Learn how yeast choice, fermentation conditions, oxygen, and nitrogen influence ester formation. Cidermaker Adam Wargacki will share practical, production-scale techniques for enhancing and preserving desirable ester profiles. Bridging science and practice, this session provides actionable tools to intentionally shape aroma, complexity, and character in finished ciders.

[Sponsored Session presented by Fermentis](#)

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WORKSHOP SESSION C

3:15 PM - 4:15 PM

TURNING TRAVEL INTO TRAFFIC: AGRITOURISM & MARKETING FOR CIDERIES

MARKETING TRACK • MEETING ROOM 315

Speakers:

- Kina Hill, Member Events Manager, [Harvest Hosts](#)
- Maryanna Bremer, President, [Wheel Line Cider](#)
- Ginger Wierzbanski, Owner, [Olympic Bluffs](#)

Discover how today's cideries are evolving from tasting rooms into unique experiences. This session explores how to leverage agritourism to support marketing efforts, attract new visitors, and create additional revenue opportunities. Panelists will share ideas and experiences around reaching new audiences, creating meaningful visits, and turning those visits into sales.

[Sponsored Session presented by Harvest Hosts](#)

SENSORY ANALYSIS FOR CIDERMAKERS: JUDGING, QUALITY, CONSISTENCY

MAKING TRACK • MEETING ROOM 316

Speakers:

- Kate Pinsley, Senior Director of Cider, Innovation & Quality, [Schilling Cider](#)
- Cameron Workman, Operations Systems Specialist, [Schilling Cider](#)

This workshop offers a high-level refresher on sensory evaluation for cidermakers at all stages. Framed through competition judging and practical quality control, participants will explore how ciders are evaluated, how to judge effectively, and how to apply sensory skills to ensure consistency, identify faults, and support confident production decisions.

LESSONS LEARNED FROM EXITS WITHIN THE CRAFT BEVERAGE SPACE

EXECUTIVE TRACK • BALLROOM C

Speakers:

- Joe Orlando, ASA, VP of Business Valuation Services, [Exit Strategies Group](#)
- Tony Westfall, M&A Advisor, [Exit Strategies Group](#)
- Sam Roberts, CEO / Co-Founder, [Avid Cider](#)

This interactive panel explores asset sales - the most common exit path for cideries - using real-world case studies and seller insights. Learn how asset sales work, what buyers value, and how factors like equipment, leases, distribution, and brand equity affect valuation, plus practical strategies to build value and avoid costly mistakes. Through candid conversation and audience Q&A, attendees will learn practical strategies to build value today.

[Sponsored Session presented by Exit Strategies Group](#)

DESIGNING CIDER FOR FINE DINING

MAKING TRACK • BALLROOM D

Speakers:

- Talia Haykin, Founder & Chief Everything Officer, [Haykin Family Cider](#)
- Daniel Haykin, Founder & Cidermaker, [Haykin Family Cider](#)

Haykin Family Cider has earned placements at Michelin-starred and James Beard recognized restaurants. This session explores how production decisions translate to success on fine dining menus. Learn how a diverse cider portfolio supports by-the-glass programs and tasting menus, how profit and loss differs from other on-premise channels, and how to communicate effectively with sommeliers. Align your cider making standards with the expectations of serious restaurant accounts and see the potential revenue that can bring.



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OTHER EVENTS

CIDER HAPPY HOUR

4:15 PM - 5:30 PM

Make one final round of connections with our Allier Supplier members and try tastes of cider from the three cider bars. All cider has been donated by cideries attending the Symposium. Each bar is pouring different cider so plan to visit all three!

CIDER BAR LOCATIONS:

[NW Naturals](#) Booth 17 - 18

[Wyeast Laboratories](#) Booth 11-12

NWCA & [Goodnature](#) Booth 32



Happy Hour is sponsored by
[Wyeast Laboratories](#)

Our Happy Hour glassware is sponsored by [Glass Tech](#)

SWAG SWAP DURING HAPPY HOUR

4:30 PM - 5:00 PM

LOCATION: REGISTRATION DESK

The Swag Swap is your chance to score cool cider gear at the NW Cider Symposium! Did you bring an item for the swag swap? If so, grab a cider and bring your swag tickets over to the Registration Desk and trade it in for a new item.

We'll also have a sticker table open to everyone.



AFTER PARTY

5:30 PM - 6:30 PM • INCLINE CIDER, 2115 S C ST, TACOMA

6:30 PM - 8:30 PM • CIDER & CEDAR, 744 MARKET ST #102B, TACOMA

We just can't stop! The party continues at Incline Cider, just a few blocks from the Convention Center. After sampling something from one of their 16 taps, walk or take the T-Line down to Cider & Cedar. Cider & Cedar offers a fantastic selection of cider, beer, and wine, NA options, as well as air-fried food.



Northwest CIDER CUP

ENTER TODAY - MAY 15TH!
NWCIDERCUP.COM

SAVE THE DATES
JUNE 8 - COMPETITION JUDGING
JUNE 25 - AWARDS PARTY

The region's premier, cidemaker-founded competition, the Northwest Cider Cup, returns for its 13th year, welcoming commercial cider and perry entries from WA, OR, MT, ID, and BC. Recognizing and celebrating cider excellence is at the heart of the Northwest Cider Cup. The competition inspires quality through constructive peer-to-peer feedback while advancing cider education and industry recognition.

5 REASONS TO ENTER THE CUP:



1 WIN A PRESTIGIOUS AWARD.

When you enter the most rigorous cider competition in North America, the medals you win matter. On average, less than 25% of entries win a medal.

2 RECEIVE INVALUABLE FEEDBACK.

Every entry receives detailed written feedback from qualified judges, who receive two hours of training annually.

3 IMPROVE YOUR CIDER.

Feedback from other professionals help cidemakers refine their craft. In 2025, over 50% of NW Cider Cup judges were Certified Cider Guides or Certified Pommeliers.

4 GAIN RECOGNITION.

In addition to medals, your cidery could receive a Best Cidery Award, given to the most exemplary cideries within each size category.

5 EARN MEDIA EXPOSURE.

NWCA promotes winners by pitching results to the media and purchasing ads to tell the story of high quality ciders made in the Pacific Northwest.



INTERESTED IN BEING A JUDGE OR STEWARD?

We are currently accepting applicants for 2026 Judges and Stewards through 3/31/26. Scan the code to apply.

NORTHWEST CIDER MAP PROJECT UPDATE

With support from our WSDA Specialty Crop Grant and member dues, we've redesigned both our printed brochure and our online cidery map to make it easier for consumers, media, buyers, and travelers to discover and visit Northwest cideries.



PRINTED BROCHURE – NOW AVAILABLE

Updated photography • Integrated educational content
 • A fresh look • Pick up a big stack at the NWCA booth!

ONLINE NW CIDERY MAP – UPDATE YOUR LISTING

Featured cidery photos • Direct links • Built-in filters
 • Cider tour routes • Custom route-building
 Stay tuned for instructions and SEO tips to make your listing stand out.



ExitStrategies

Business Valuation and M&A Services

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www.exitstrategiesgroup.com

YOU'RE PART OF THIS COMMUNITY.



HELP US IMPROVE NEXT YEAR'S
SYMPOSIUM BY SCANNING THE ABOVE
QR CODE TO TAKE THE SURVEY.

DEADLINE: MARCH 31

THANKS TO OUR PLANNING TEAM!

A huge shout out to the 2026 NW Cider Symposium Planning Team. Thank you for helping plan the Symposium!

Chelsea Anderson, *Finnriver Farm & Cidery*

Jessica Arlich, *American Cider Association*

Ava Davis, *PNW Cider Girl*

Maura Hardman

Molly Ledbetter, *Meriwether Cider*

Ashley Lindsay, *Pleasant Valley Cider Apples*

Brigid O'Keane, *Cider Institute*

Kate Pinsley, *Schilling Cider*

Marina Sumrada

John Thorburn, *Fierce County Cider*

Jason Werner,

Terroir Incognito Community Ciders

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EVENT DISCOUNTS

NW Cider Symposium, NW Cider Cup & more



INDUSTRY CONNECTIONS

Engage with 400+ Cidermakers, Orchardists, and Suppliers via our Google Group



TASTING ROOM & MARKETING RESOURCES

Official Guide to Northwest Cider Brochure, Online NW Cider Map, NW Cider Zine, Cider Styles Guide, NW Cider Pairings, plus hundreds of high-quality, unbranded photos for your website, social media, and promotions.



STATE OF THE NW CIDER INDUSTRY REPORTS

Stay informed with regional data and trends



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CONNECT AT OUR REGIONAL CIDER SOCIALS

MAY 15

Finnriver Farm & Cidery | Chimacum, WA

JUNE 25 NW CIDER CUP AWARDS PARTY

Holocene | Portland, OR

JULY 10 5TH ANNUAL CIDER INDUSTRY HANGOUT

Cockrell Cider | Puyallup, WA

OCTOBER 3 IDAHO CIDER FEST

Meriwether Cider Company | Boise, ID

NOT A MEMBER YET?

Membership helps your cidery grow, connect, and access exclusive tools.

JOIN US TODAY!

For questions or support, reach out our Membership and Communications Manager, Laura: info@nwcider.com



Want to host a social in 2026? Reach out: info@nwcider.com

BOARD MEMBERS



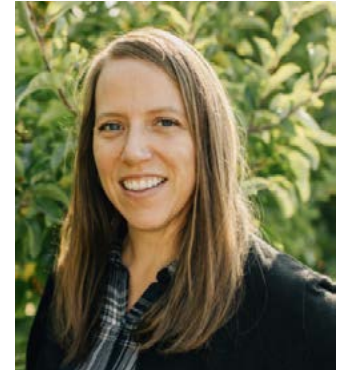
Andrew Byers, **President**. Co-Owner/
Head Cidermaker, Finnriver Farm & Cidery



Jose Gonzalez, **Vice President**
Owner, La Familia Cider Company



Aaron Sarnoff-Wood, **Treasurer**
Co-founder, 2 Towns Ciderhouse



Kate Koenig, **Secretary**. Cidermaker &
Co-Owner, Rootwood Cider Co.



Molly Crandles, Senior Cidermaker,
Sea Cider Farm & Ciderhouse



Scott Katsma, Quality Research and
Development, Seattle Cider Company



Alan MacDonald
Owner, Winsome Ciderworks



Ramsey Cox, Ramsey Cox Media
Relations and Public Affairs



Andrew Perez
Co-Owner, Highpoint Cider



Y. Dave Klauer
Co-Owner, Alma Cider



Lyndsay Dyk
Founder & Principal, Field Day PR

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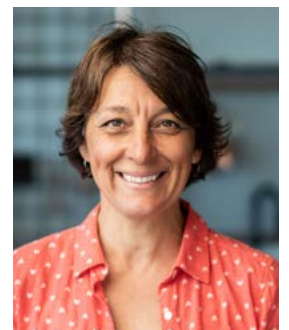
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Laura Kennedy
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Emily Becker
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Michelle Markesteyn, PhD
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