

WHAT IS CIDER?



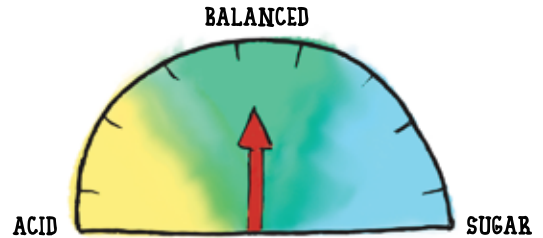
Cider is an alcoholic beverage made from fermenting apples. Other fruits, botanicals and spices are sometimes added. Cider is not brewed, but created using a process similar to making wine.

Apple-flavored or fruit-flavored malt beverages, apple ales, and hard lemonades are not cider. These are beer.



QUALITIES THAT IMPACT THE WAY A CIDER TASTES:

- Apple varieties have unique acid, tannin and sugar levels; Terroir (climate and soil) can also impact the flavor
- Amount of sweetness is the cidemaker's choice:
 - + Cider can be fermented bone dry or left semi-sweet
 - + Sometimes sweetness is added with juice, honey or different sugars
 - + Fruit or botanical additions, either pre- or post-fermentation can influence a cider's appearance, aroma and flavor

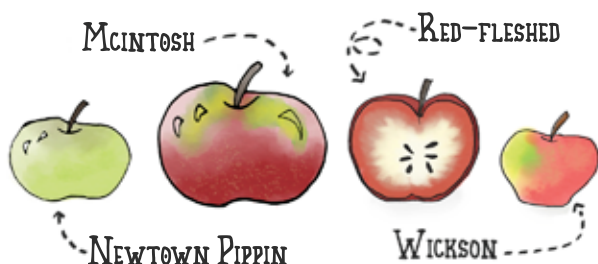


CIDER DRINKERS ARE EXPLORERS

- Diversify your tap list and drink menu with cider
- Beer and spirits skew male, and wine female, but 50% cider drinkers identify male and 50% identify female
- More than ⅓ of cider drinkers also buy craft beer on premise
- Cider drinkers are younger – 72% of cider drinkers are under 40
- Cider drinkers visit on-premise more and spend more while they are there
- **CIDER TAPS WILL OUT-PERFORM YOUR LAGGING BEER TAPS, AND CONSUMERS LOOK FOR VARIETY IN CIDER JUST LIKE CRAFT BEER**

HOW TO SERVE CIDER & TIPS TO SELL MORE

- Nationally, 68% of on-premise cider is served on draft, and 32% in cans or bottles
- Cider is great in cocktails – nearly a quarter of cocktail drinkers 21 - 34 seek cider cocktails. Delicious way to add bubbles and increase the total ABV of a cocktail without dipping into your liquor well, or to serve a lower-ABV cocktail
- Make cider distinct on your menu so consumers can find it easily
- The acidity in cider refreshes the diner's palate between each bite, and they'll go back for more. You can use cider everywhere in your location – it's great in cocktails, it pairs better than both beer and wine with food, and it brightens your food recipes



CIDER IS A YEAR-ROUND BEVERAGE

Thanksgiving and 4th of July are the biggest weeks for cider, but Christmas, Labor Day, Valentine's, the Super Bowl and Memorial Day are also strong sales-drivers

- Sales spike in the fall because of its seasonal harvest appeal.
- Sales grow in the summer because it is light, crisp & refreshing



FOOD PAIRING

Cider's special features – tannins, acidity, sweetness, effervescence and lower ABV – make it an ideal beverage for pairing with food.

CHEESE

- There's a cheese for every cider, and a cider for every cheese
- The acidity and sparkle of many ciders helps expand appreciation of a favorite cheese
- Aim to match intensity of flavor and aroma – for example, a funky, rich blue cheese balanced with the bold apple flavor and sweetness of an ice cider

PORK

- Pork's natural sweetness pairs well with semi-dry to semi-sweet ciders
- Try a pork recipe with apples to lean into a cider pairing
- Umami is what makes pork deliciously rich, and begs for a more tannic cider for balance

CIDER COCKTAILS

Cocktails that include cider are an invigorating and imaginative addition to your establishment. It is especially cost effective to use a cider that is on draft. Here are a few cocktail development tips:

- **Source of Bubbles:** Cider can successfully step in for other sparkling liquids in well-known mixed drinks such as a Gin and Tonic, Moscow Mule or French 75. It is an easy way to build a cocktail that will already have some amount of familiarity with the customer, and the addition of a cider in place of a neutral mixer will dilute the heat of the spirits while simultaneously adding a layer of depth to the cocktail's flavor
- **Upgrade your Mixer:** Cider makes a refreshing mixer a brings an array of flavor options. A botanical-infused sour cider, for example, can stand in for a sour mix, providing a more complex sour element and brightening a cocktail's overall profile. A spiced cider can add a sweet/hot element, or an ice cider can add more depth than just using a simple syrup when a sweet element is in order
- **Low ABV:** Only licensed to sell wine and beer? Explore making low-ABV cocktails – all the rage right now – with cider. Some ciders are even aged in spirit barrels, which can add a hint of spirits to the resulting flavor without increasing the ABV

COOKING WITH CIDER

Cider can be a versatile ingredient beyond your bar. It's a great high-acid addition to sauces, dressings, vinaigrettes and dips. Use the same principles as you would cooking with beer or wine.