

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.

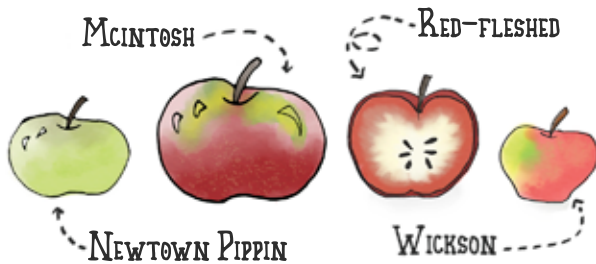
CIDER IS GROWING. Cider is its own category with at least a dozen different styles, and it's a category that's growing.

- Regional and local cider brand retail sales are growing strong, with double-digit growth quarter after quarter.
- There are over 1000 cideries in the US. For perspective, there are over 1800 distilleries.
- Among high frequency wine drinkers, 36% of them regularly drink cider.
- Commercial cider is produced in 48 states--soon to be 49 with the addition of Wyoming!
- Cider sales have grown ~500% since 2011
- The number of consumers who prefer cider over beer, wine & spirits has increased 300% in ten years



Qualities that impact the way a **CIDER TASTES:**

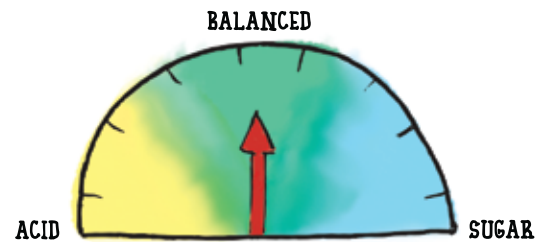
- Apple varieties have unique acid, tannin and sugar levels; Terroir (climate and soil) can also impact the flavor
- Amount of sweetness is the cidemaker's choice:
 - + Cider can be fermented bone dry or left semi-sweet
 - + Sometimes sweetness is added with juice, honey or different sugars
 - + Fruit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



CIDER 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 and refreshing



CIDER is low-abv (compared to spirits and wine) & gluten-free. It is more food-friendly than beer OR wine! Cider cocktails are an increasingly popular low-abv option. Millennials & Generation Z seek low-abv and sessionable beverages when making purchase decisions.

50% of cider consumers identify as male and 50% identify as female. This ratio is more evenly balanced than it is for other alcohol sectors.

CAPITALIZING ON CIDER'S GROWTH:

- EDUCATION. Make sure staff is well-trained in cider
- Designate and label a dedicated cider section
- Make staff recommendations with tasting notes
- Work with reps to offer in-store samplings