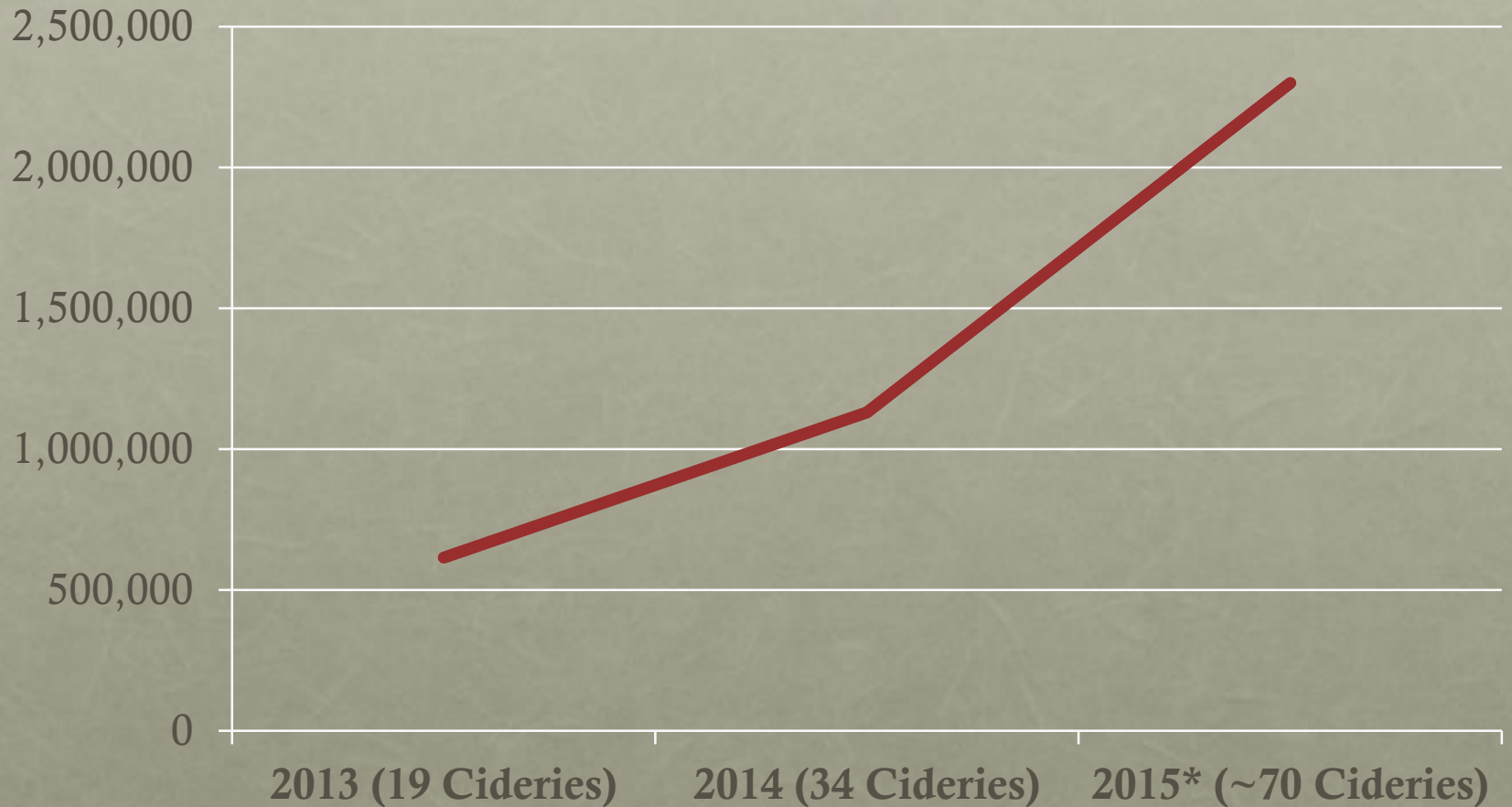


NEW YORK CIDER

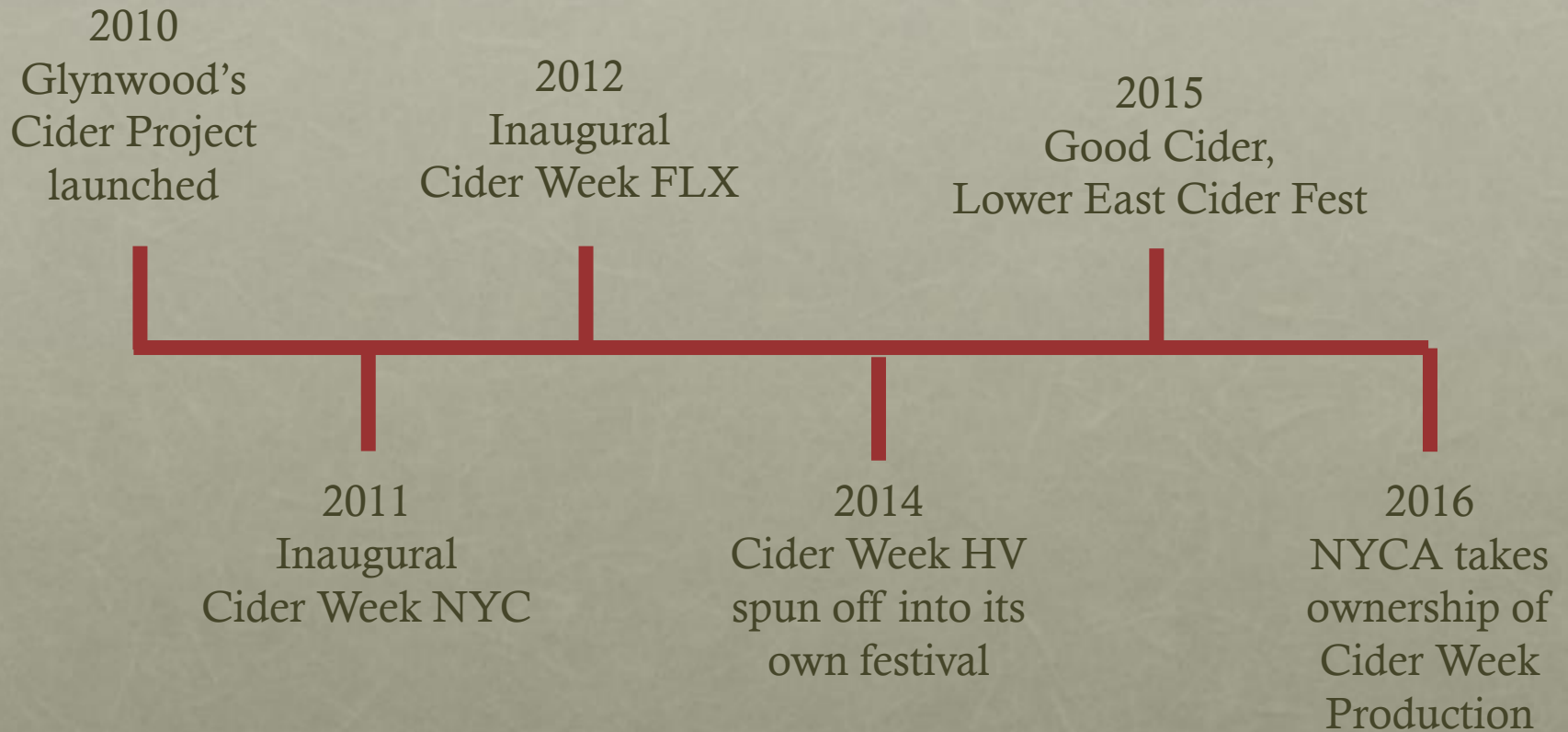
Industry Growth and Opportunities

NY CIDER PRODUCTION TREND

Gallons of Cider Produced



CIDER WEEK NYC, HV AND FLX



CIDER WEEK: KEY PARTNERS

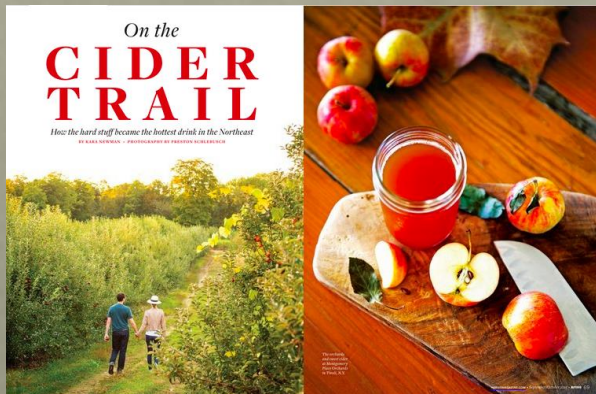


CIDER WEEK: PRESS OUTREACH

Major press pushes in 2014 and 2015 resulted in festival coverage in:

- long lead, national magazines
- local events guides
- broadcast television
- online lifestyle publications

...resulting in millions of consumer impressions and increased awareness of New York State's cider revival



CIDER WEEK: TRADE EDUCATION

Engagement of over 250 bars, restaurants, bottle shops, groceries and specialty food shops state-wide has created a familiarity with cider on the part of the state's retail and hospitality tastemakers...



GRAMERCY
TAVERN



...who now act as ambassadors on our behalf, spreading the word about the drinkability and food-friendly nature of cider.



CIDER WEEK: CONSUMER ENGAGEMENT



2015 Lower East Cider Fest:

- 20 cider makers
- 5,500 guests
- Interactive cider press
- Samples and off-premise sales

2015 HHS Hudson Valley Cider Market

- 15 cider makers
- 1,000 guests
- Samples and off-premise sales

2015 FLX Cheese & Cider Saturday

- 11 cider makers
- 1,000 guests
- Samples and off-premise sales

NYCA ORIGINS

- SLA/definition issues around Cider Week events, Fall 2011
- Forum for Apples on NYS Hard Cider, April 2013
- NYCA Mission and Membership Working Group, April 2014
- Cider Apple Research Meeting, January 2015
- Incorporation and Bylaw Adoption, Spring 2015
- NYCA Association Development Working Group, August 2015
- Inaugural NYCA General Meeting, February 2016
- First NYCA Board Meeting, March, 2016

NYCA MISSION

The mission of the New York Cider Association is to:

- Support producers of fermented cider and the New York cider industry in its vital role as an economic engine for agriculture, manufacturing, and tourism;
- Build a market for New York cider made from New York apples;
- Advocate for the New York cider industry through education, research, and communication;
- Promote New York State as a world class cider producing region;
- Support the work of regional cider alliances within New York State.

NYCA BOARD

- President Dave DeFisher (Rootstock Ciderworks, DeFisher Fruit Farms)
- Treasurer Scott Donovan (Black Bird Cider Works)
- Karl duHoffman (Orchard Hill Cider Mill)
- Secretary Alex Fisk (Descendant Cider)
- Sara Grady (Glynwood)
- Ian Merwin (Black Diamond Cider)
- Jonathan Oakes (Steam Punk Cider/Leonard Oakes Winery)
- Elizabeth Ryan (Hudson Valley Farmhouse Cider)
- Vice President Dan Wilson (Slyboro Cider, Hicks Orchard)

NYCA VISION

Within 3 years we hope to see:

- A defined and distinctive NYS Cider brand
- Data on cider production in NYS
- Resources for cider makers and apple growers
- Increased production of cider apples in NYS

MIDTERM GOALS: HOW WILL NYCA ACHIEVE ITS VISION?

- Establish our identity as a source for education about NYS cider and its regions
- Define the NYS Cider brand
- Engage in a robust and productive relationship with Cornell's Hard Cider PWT
- Create a database housing information on cider scale and volume and cider tree diversity and quantity, for producers and growers
- Establish a baseline for measuring YOY industry growth
- Integrate regional alliances into organization while supporting their unique identities

IMMEDIATE PROJECTS: HOW WILL NYCA SERVE ITS MEMBERS TODAY?

- **Create a database housing information on cider:**
 - Establish a baseline for measuring YOY industry growth
 - Inclusive count of producers
 - Consistent method of measuring
 - % growth in heirloom apple planting among X group of growers
 - \$ floor % rise in NYS apple prices
- **Define the NYS Cider brand**
 - Develop website
 - Stage flagship events throughout NYC and the larger region
 - Develop online retail partner/portal with 3rd party fulfillment
 - Establish Cider Routes
 - Increase NYS Cider category in off-premise retail; develop trade education materials

BE A PART OF THE NYCA

nyciderassociation@gmail.com

- Marketing and Compliance
- Research and Education
- Compliance and Legislation
- Development and Finance
- Strategic Planning
- Regional Alliances

Cider Week Dates:

- HV June 3 – 12
 - Cider & Cheese Market, June 4
- FLX October 1 – 9
 - Cheese & Cider Saturday, October 8
- NYC October 21 – 30
 - Cider Revival, October 29