

1911

◆ ESTABLISHED ◆

**CRAFT HARD CIDER SALES &
MARKETING**

SINCE 1911
BEAK & SKIFF
— APPLE ORCHARDS —
NEW YORK

Established in 1911

1000 acres

Innovation is within our DNA

First to:

Use wind machines

Install irrigation

Flash pasteurize cider

Secure a distillery license

Install a high speed bottling line for
hard cider



1911 Hard Cider Production Facility



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Special Recognitions

Voted in July Hard Cider producer of the year for New York State

Voted # 1 Orchard in AMERICA by USA TODAY in September



**BEAK & SKIFF
APPLE ORCHARDS**

Selected to Participate in the I Love New York Tourism campaign launched in September.

<https://www.youtube.com/watch?v=sk5lvsHFu4w>

HARD CIDER BUSINESS IN UNITED STATES

- Hard Cider represents the fastest growing category in the alcohol industry.
- If Hard Cider were a Craft Beer it would be the #2 style behind an IPA
- 80% of Hard Cider drinkers are under 40 years of age.
- Gender Neutral. 50% of consumers are Men.
- Represents a \$1 Billion Dollar industry in the United States. In the UK alone this is a \$15 Billion Dollar industry
- 50% of the Hard Cider industry in the U.S. is dominated by one brand – Angry Orchard.
- With the emergence of Hard Sodas the larger Cider Brands have slowed, however Craft Cider continues to explode in local markets.

More Hard Cider Data

- There are 541 Cideries in the United States vs 4,100 Breweries and 8,500 Wineries.
- Currently 65 registered Cideries in NY State. Followed by: California 56, Michigan 53, Washington 52, Oregon 53, Pennsylvania 43
- Of the 541 – 125 or 23% of all current cideries were started last year!
- The majority of current cider makers do not own their own orchards. Instead they contract source juice as close to their cidery as possible.
- Nearly 25% of US Cider Makers claim to use “Heirloom Apples” in their cider.

ON PREMISE SALES

Referring to Bars & Restaurants Selling Hard Cider

- Draft Hard Cider is becoming more acceptable within Bars & Restaurants.
- The old saying “On Premise business drives Off Premise business” is absolutely true in the Cider Business. If a customer has a good experience in a bar or restaurant they are much more likely to seek your brand out.
- For every 8 draft handles of beer in a bar there should be one line of Hard Cider to keep the lineup balanced. IPA’s are dominating the craft beer lineup.
- Rotation Nation! Look Out.
- Local Matters! Customer care about where their cider comes from. Own your own back yard and build your castle.
- Mass produced Hard Cider has opened the door for Craft Hard Cider.

OFF PREMISE SALES

REFERRING TO GROCERY STORES, CHAIN STORES, DRUG STORES

- Off Premise represents 70% of the total sales for most Craft Beer & Cider brands in the Upstate New York Market
- Cold Shelf Space is in high demand with the proliferation of Craft Beer & Hard Soda's in addition to Craft Cider.
- Relationships Matter! Building these with key retail partners can be the difference between success and failure.
- How accessible is your brand to your core customer? What format is your product packaged in. 6 Pack, Variety Pack, Bomber, 750ML
- Liquid Past The Lips! Sampling is the best use of your marketing \$\$\$ when building your brand in grocery stores.

What Makes You Special?

- While Hard Cider is growing it is still at most 3-5% of the Beer Business in any given market.
- Have an authentic story that means something to your customer. Avoid the short term noise. Is it relevant to your customer?
- Where your product is sourced and how it is made matters, but it is still only 10% of the battle in my opinion.
- Innovation is key. Look at Craft Beer and the success of brands like Ballast Point, Lagunitas, and Dogfish Head.
- You only get one chance to make a GOOD first impression. Stand for a quality product.
- Packaging is your Silent Salesman. Get your key messages across: Gluten Free, Made in NY, All Natural, etc.

Distributor Relationships

- Self Distribution is an option in NY State. In some cases this is a viable option and allows you to speak directly to your customers.
- Distributors are Distributors. Do not rely on them to sell and build your brand. There are so many brands and only so much share of mind.
- They have key relationships you may not have access to.
- It is a partnership that needs to be managed.
- You still need a sales team and key people in the market.
- Chose wisely as this like a marriage is forever. Backing out can be costly and painful.

Hard Cider Marketing

- Spend your marketing dollars where you can directly influence the sales.
- Social Media is cheap and effective
- Be Authentic
- Tree to Bottle messaging

Current Product Line Up



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On Premise Opportunity



Represents 35 % of our business



What makes us Different

Made From 100% Fresh Cider **NOT** from concentrate

Lower in calories and sugar

		1911	Angry Orchard	
Calories		180	210	
Sugar		19g	24g	
Carbs		21g	30g	

TREE TO BOTTLE

Authentic 105 year old family orchard



1911 Tasting Room

The 1911 Tasting Room is set in the rolling hills of Lafayette, New York and was designed and built to educate visitors on our heritage and craftsmanship.



This, combined with our store fixtures, commitment to training and on-site tastings are all an extension of our tasting room and together help create a loyal customer base.

Largest Tasting Room Campus on East Coast



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TASTING ROOMS

- Customer are 60% more likely to pull your brand off the shelf if they have visited and had a good experience at your tasting room.
- Ability to sample new products and get reactions on new products.
- Margin benefits and allows you to re-invest in your wholesale business.
- Build a loyal customer following.
- Immerse people in your process and what makes your hard cider different.

Other 1911 Portfolio products



Best of Class Presentation

