



Making and Marketing Hard Cider

Bill Barton
Bellwether Hard Cider

What market do you want to be in? This determines what you make and how/where you sell it.

- Beer
- Wine
- Out your front door
- As a bar
- Online
- Distribution
- Geographical: local, regional, national?

Ingredients: Apples

- Apples/Styles
 - Blends vs. Single Varieties
 - Acid vs. Tannin
 - European
 - Heirloom
 - Desert
 - Foraged
 - Concentrate

Ingredients/Processes: Other

- Other pome fruits
- Non-pome fruits
- Hops
- Non-fruit stuff(maple syrup, peppers, ...)
- Barrel aging
- Fortification

Yeast

- Beer
- Wine
- Wild

Carbonation

- Forced
- Bottle-conditioned
- Still

Packaging

- Bottles: what size?
- Cans
- Kegs
- Growlers
- Labels: Beer-style, wine-style, ...

Advertising

- Associations such as wine trails
- Social Media
- Space Ads
- Radio/TV
- Tastings

Surviving the Present

- Chaos in the current market
- Rate of change in the market— 3 year plan, 5+ year plan