

CIDERCON® 2022 - RICHMOND, VA - WEDNESDAY FEB 2			
8:30			
8:45 AM			
9:00 AM	Certified Pommelier Exam (Registration Required)	TTB Bootcamp	
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1:00 PM	An Intro to Holistic Orchardling for Novice Growers with Mike Biltonen (A ticketed event)	CiderCon Networking for Newbies!	
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4:15 PM	CIDER SHARE: Salon A (Ticketed Event)		
4:30 PM			
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5:00 PM			
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6:00 PM			
6:15 PM	CIDER SHARE: Salon B (Ticketed Event)		
6:30 PM			
6:45 PM			
7:00 PM			



February 1: Tours (Depart from Marriott)
February 2: Certified Pommelier Exam, Workshops, Cider Share (Marriott)
February 3: Workshops & Trade Show (Greater Richmond Convention Center)
February 4: Workshops & Trade Show (Greater Richmond Convention Center)

Masks & Proof of Covid Vaccination Required. A PCR-test within 3-days may be accepted in place of vaccine. Vaccines + Boosters preferred.

All tours and some workshops require tickets or pre-registration in addition to general registration.

CIDERCON[®] 2022 - RICHMOND, VA - THURSDAY FEB 3

9:00 AM	Keynote and Opening Session 9-10											
9:15 AM												
9:30 AM												
9:45 AM												
10:00 AM	TRADE SHOW											
10:15 AM	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 16.6%;">Fruited Ciders: Beyond the Apple 🍷 TICKETED</td> <td style="width: 16.6%;">400 Years of American Alcohol: Cider, History, Cocktails and More 🍷 TICKETED</td> <td style="width: 16.6%;">Distribution Management for Beginners</td> <td style="width: 16.6%;">Leadership Strategies to Engage Your Top Team</td> <td style="width: 16.6%;">Hunting for Spoilage Microbes</td> <td style="width: 16.6%;">Toward Sustainable Cider: Lessons from the Craft Beverage Industry</td> </tr> </table>						Fruited Ciders: Beyond the Apple 🍷 TICKETED	400 Years of American Alcohol: Cider, History, Cocktails and More 🍷 TICKETED	Distribution Management for Beginners	Leadership Strategies to Engage Your Top Team	Hunting for Spoilage Microbes	Toward Sustainable Cider: Lessons from the Craft Beverage Industry
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11:45 AM	LUNCH											
12:00 PM	TRADE SHOW											
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3:00 PM	TRADE SHOW and MEET UPS											
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3:30 PM												
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4:45 PM	TRADE SHOW & SNACK HOUR											
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CIDERCON® 2022 - RICHMOND, VA - FRIDAY FEB 4

8:00 AM	Let's Make Trees: Grafting Workshop (Registration required)					
8:15 AM						
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9:00 AM		American Cider Abroad: Export Strategies and Resources	TRADE SHOW			
9:15 AM						
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10:30 AM	Southern Cider Apples: A Recipe for Complex Flavor in a Changing Climate" 🍷 TICKETED	How to Estimate & Use a Simple Price Elasticity	What DtC Cider Shippers Need to Know About Factors Shaping the Market	A Cider Among the Faults (AROMA ONLY) 🍷 TICKETED	Insights Into Inclusive Spaces	
10:45 AM						
11:00 AM						
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11:30 AM	LUNCH					
11:45 AM						
12:00 PM						
12:15 PM						
12:30 PM	TRADE SHOW					
12:45 PM						
1:00 PM						
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2:00 PM	The Magic of Subscription Sales: A Tale of Two Wine Clubs	Dietary & Nutrition Labeling Compliance for Ciders Over or Under 7% ABV	Introductory Palate Training 🍷 TICKETED	Best Practices for Producing Ciders with Residual Sugar 🍷 TICKETED	Omnichannel Marketing	Climate Change and Apple Disease
2:15 PM						
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3:30 PM	Social Media Advertising 101: How to Get Started With FB & IG Ads	Wild, Clean & Free: Harnessing the Beauty of Wild-Fermenting, Without the Flaws 🍷 TICKETED	Barrel Programs: A Wine Perspective for Cider	Structure Your Cider Business for Scale	Tourism: What American Cideries Can Learn from European Wine	Cider Packaging and the Production Decisions that Get You There
3:45 PM						
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5:00 PM	RICHMOND MEETUPS					
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