



**CRAFTING
CIDER'S
FUTURE
TOGETHER**

CIDER HORIZONS: INSIGHTS FROM CONSUMERS

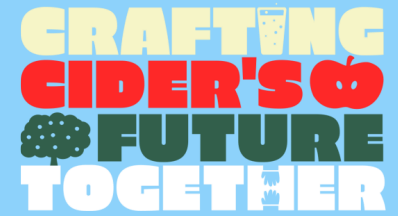
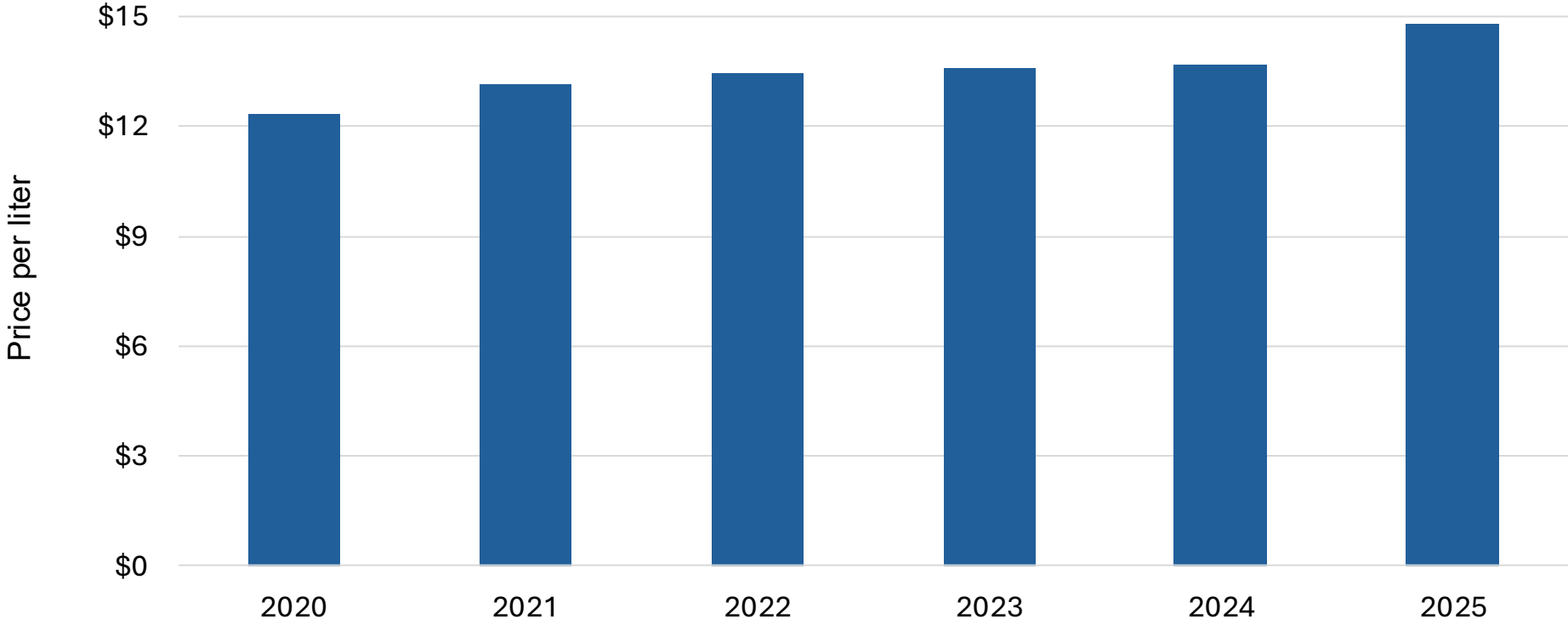
Taylor Harrison, Vinoshipper

Paul Swigger, Vinoshipper



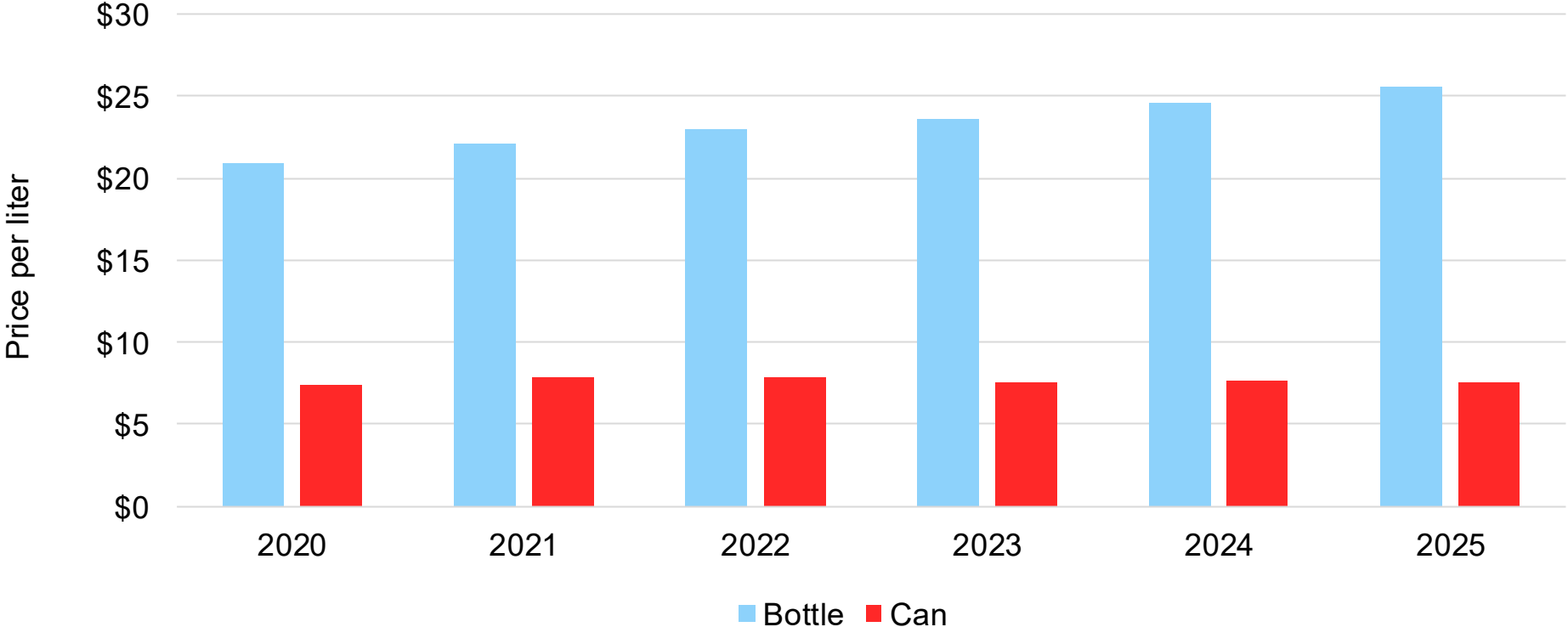
AVERAGE PRICE PER LITER

(Weighted Average)



AVERAGE PRICE PER LITER

By container size

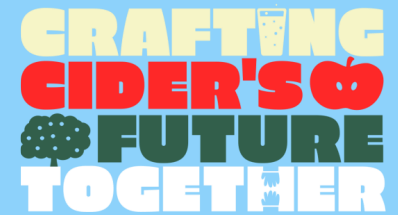
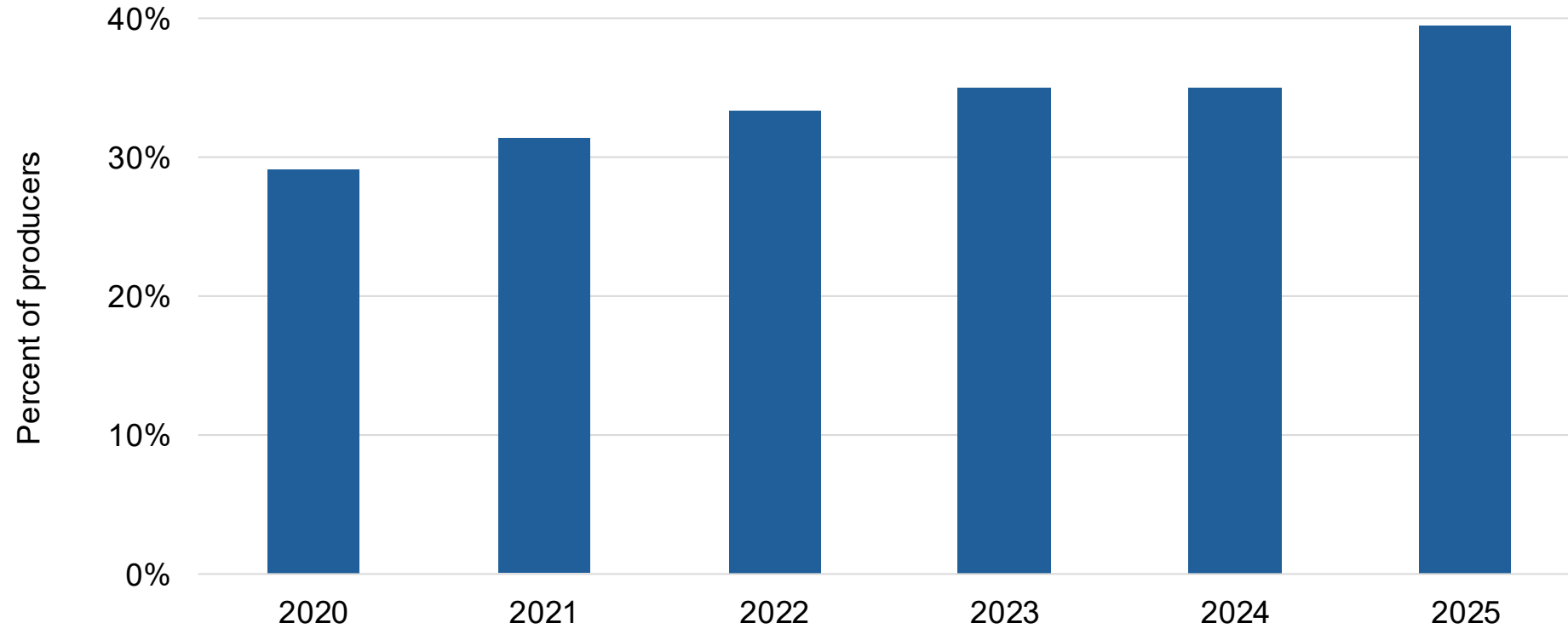


SALES BY CONTAINER

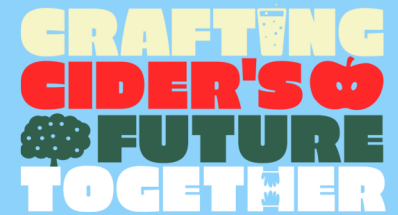
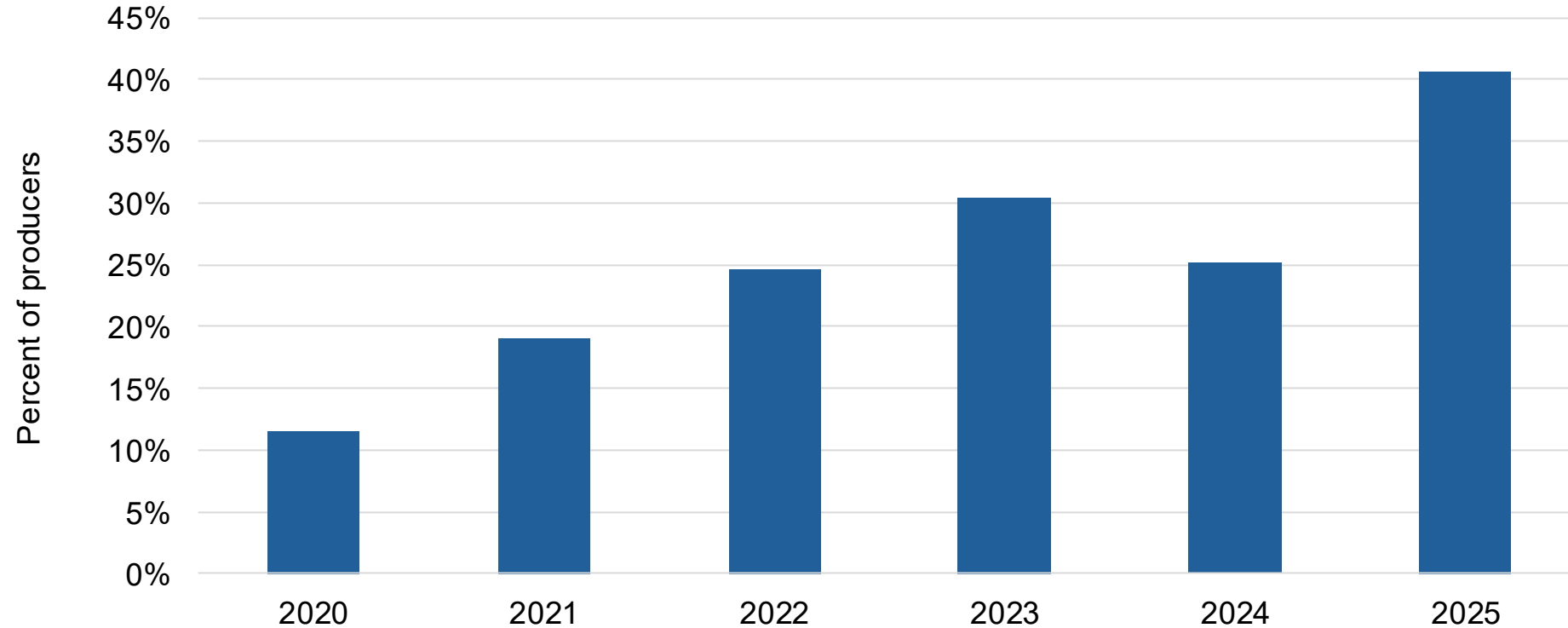
Container type	Unit description	2023 \$/Liter	2024 \$/Liter	2025 \$/Liter	Change '24 - '25
Bottle	750mL	\$23.81	\$24.27	\$25.03	3.1%
Can	4 x 12oz	\$8.62	\$8.48	\$8.48	0.1%
Can	6 x 12oz	\$5.09	\$5.01	\$5.15	2.8%
Bottle	500 mL	\$20.19	\$20.72	\$21.61	4.3%
Can	4 x 16oz	\$7.76	\$7.97	\$7.84	-1.7%
Can	12 x 16oz	\$8.77	\$8.73	\$8.64	-0.9%
Can	12 x 12oz	\$9.69	\$10.84	\$10.62	-2.0%
Bottle	375mL	\$44.62	\$45.44	\$45.77	0.7%
Can	16oz	\$11.23	\$10.88	\$10.35	-4.9%
Bottle	22oz	\$17.13	\$18.71	\$17.96	-4.0%



CLUB ADOPTION

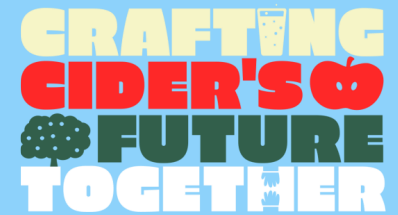
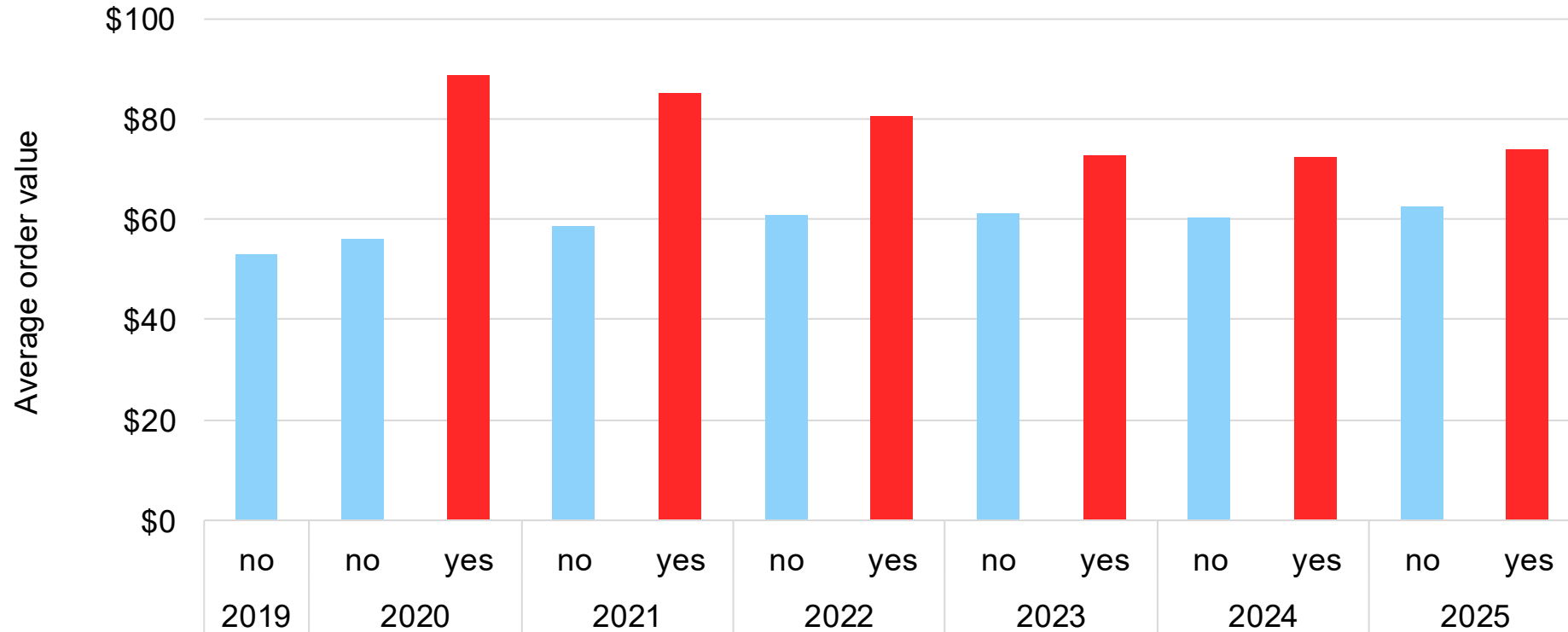


CUSTOM CLUB ADOPTION



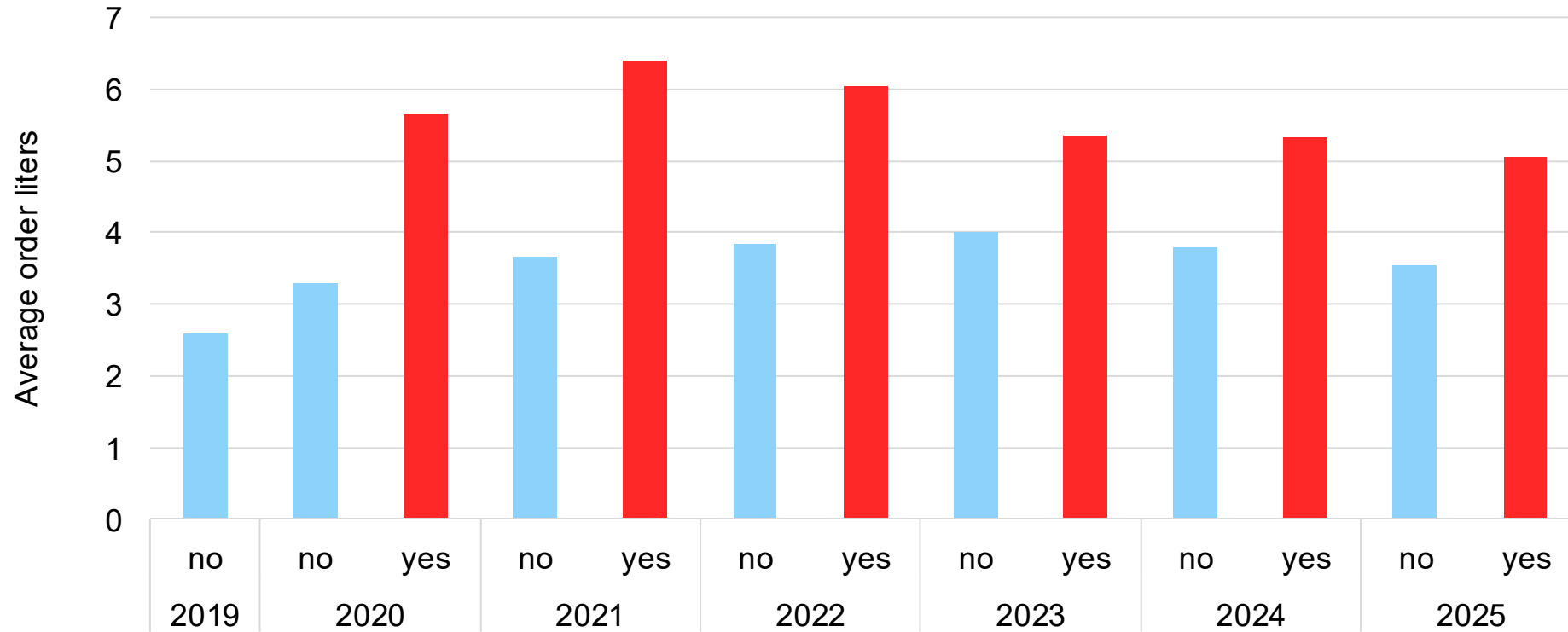
CLUBS

Core release (no) vs Custom release (yes)

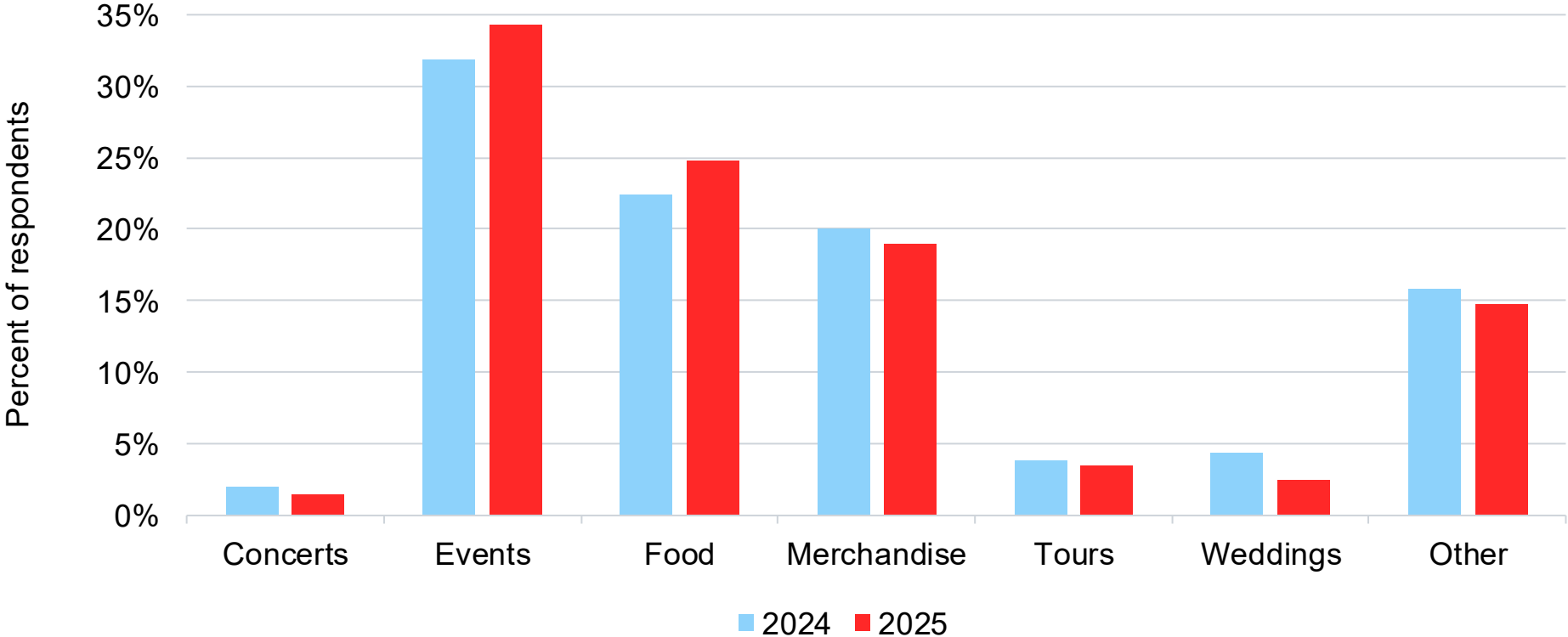


CLUBS

Core release (no) vs Custom release (yes)

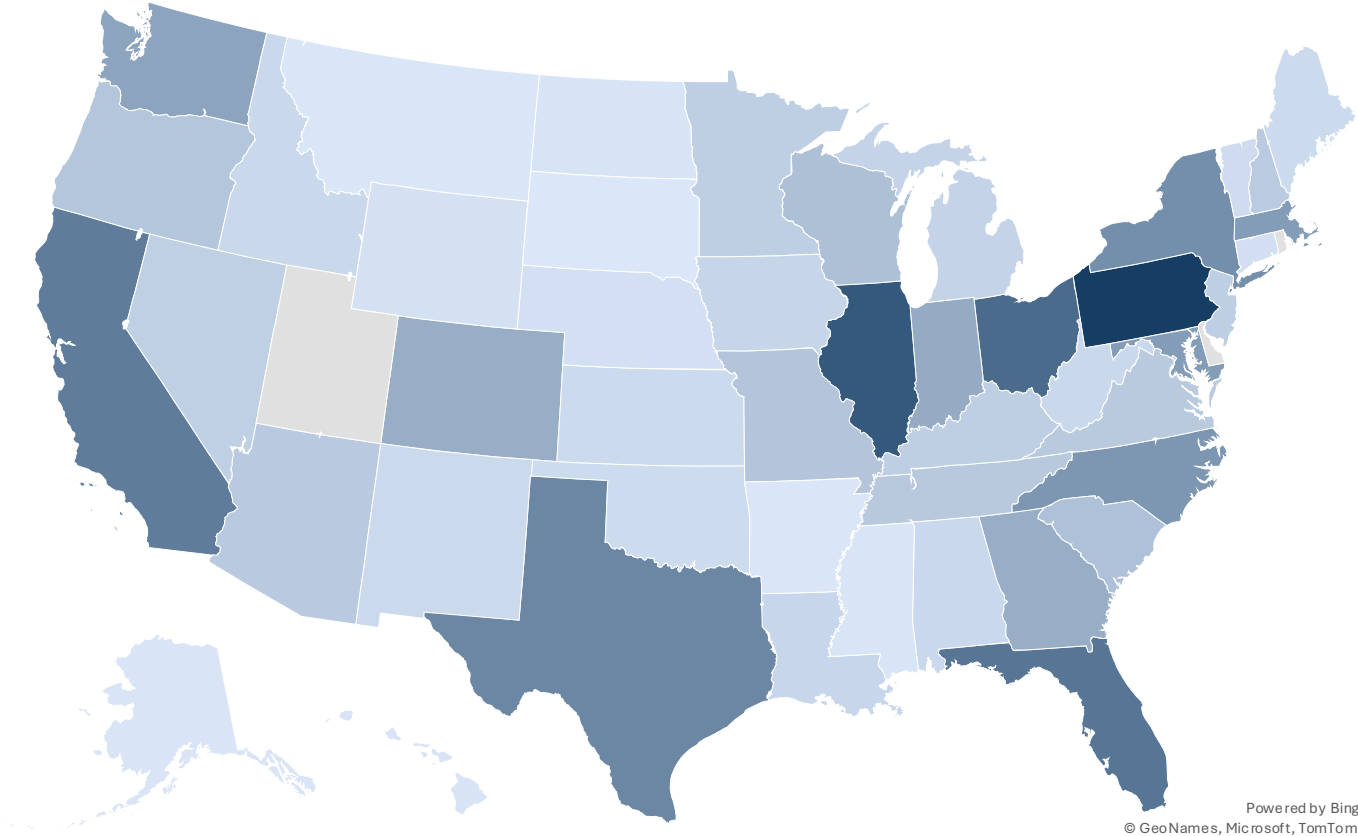


ALTERNATIVE REVENUE STREAMS



TOP DESTINATIONS

Out of state orders, by dollar value

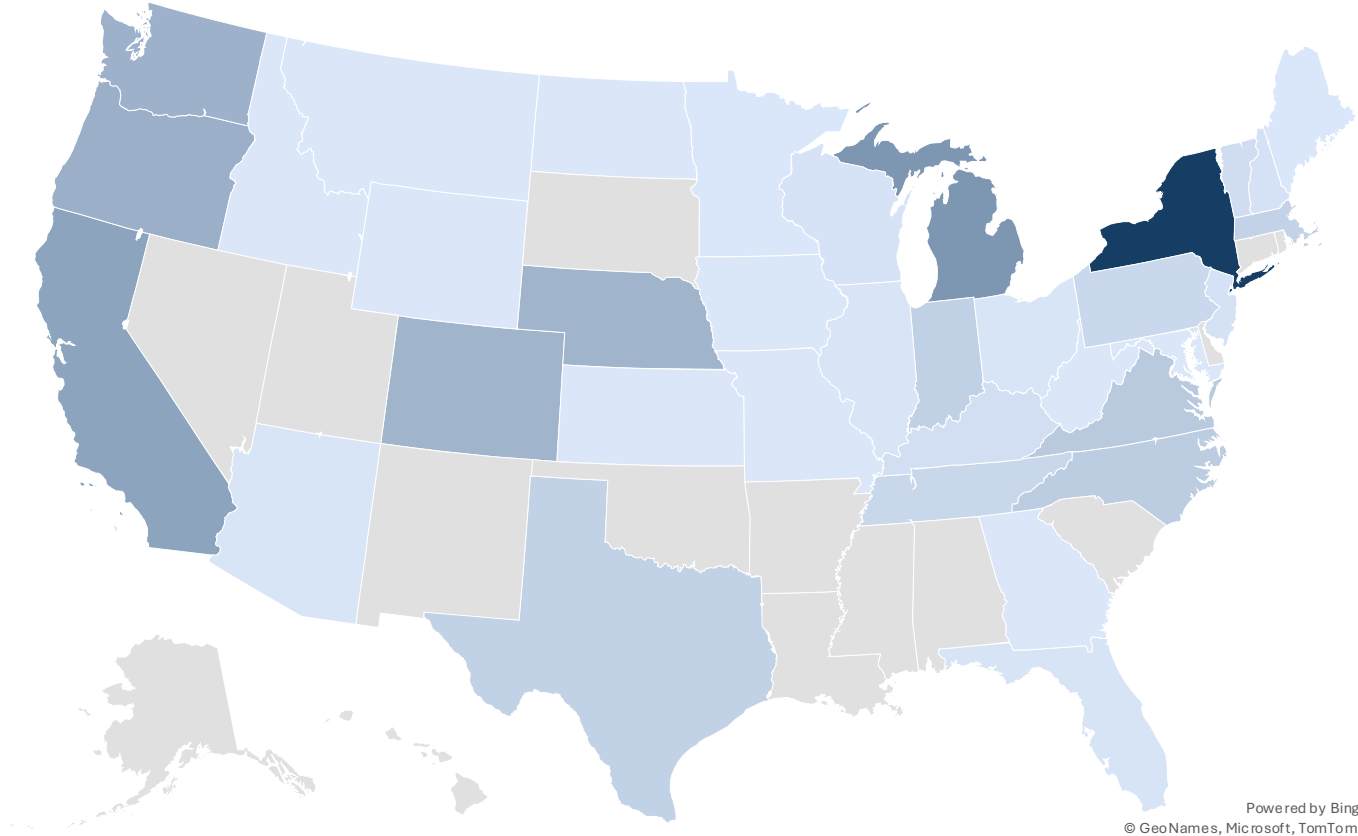


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TOP DESTINATIONS

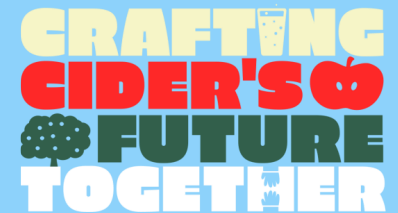
In-state orders, by dollar value



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