



**CRAFTING
CIDER'S
FUTURE
TOGETHER**

FROM CONCEPT TO CROWD: INNOVATIVE TAPROOMS

Caitlin Braam, Shaunessy Bordas, Chris Leimena



TODAY'S SPEAKERS



Shaunessy Bordas

General Manager &
Events Coordinator

SOUTH HILL CIDER

Ithaca, NY



Caitlin Braam

Founder & CEO

YONDER CIDER &
THE SOURCE CIDER

Wenatchee & Seattle, WA



Chris Leimena

General Manager

BAUMAN'S CIDER/
BAUMAN'S ON OAK

Portland, OR



Western Washington

Ballard, Seattle, WA



Yonder

Yonder Bar

Phinney Ridge, Seattle, WA



Eastern Washington

Cashmere, WA



Yonder Bar

the myth! the legend!

- Opened during COVID in my garage to launch Yonder Cider
- Found some loop holes and fought the city
- Put Yonder on the map!
- To-go only, until the very end...
- Allowed on-site consumption the last two months
- Closed it out with an epic block party - people still ask about it!



Yonder West

aka BBYC Taproom

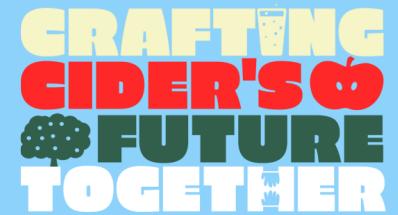
- Collaborative space with Bale Breaker Brewing Co
- Found a distillery loop hole that allows us to share the space
- “East Out West” tagline
- Mix and match tasting flights
- Large outdoor space
- Frequent pop ups and events
- Lots of foot traffic; about 50/50 returning vs new customers



Yonder East

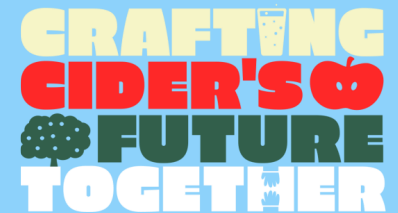
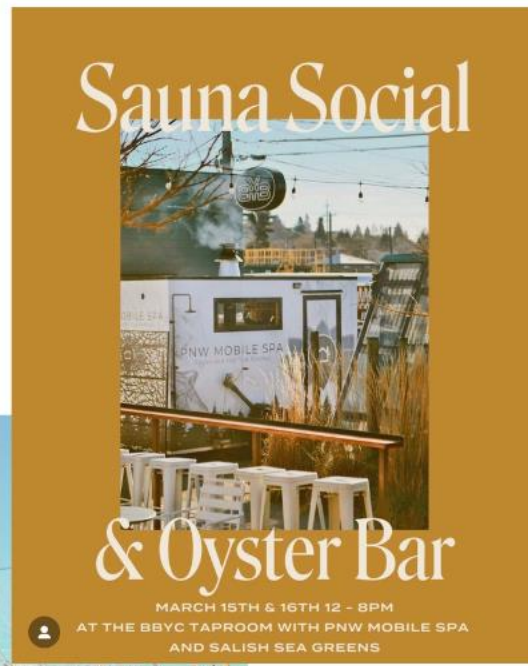
located at The Side Street

- Thrives off events!
- Bingo and trivia are very popular, as are craft nights and live music
- In a building with other like-minded businesses: a coffee shop, vintage & handmade goods store, record store, bookstore
- Community hub with lots of reservations



Outdoor Activation

- Make the most of the outdoor space we have!
- Fire pits (21+), A-frames
- Variety of seating
- Intentional flow and layout
- Rotating food trucks
- Events, including saunas, cold plunges, dog events
- Seasonal & yearly changes



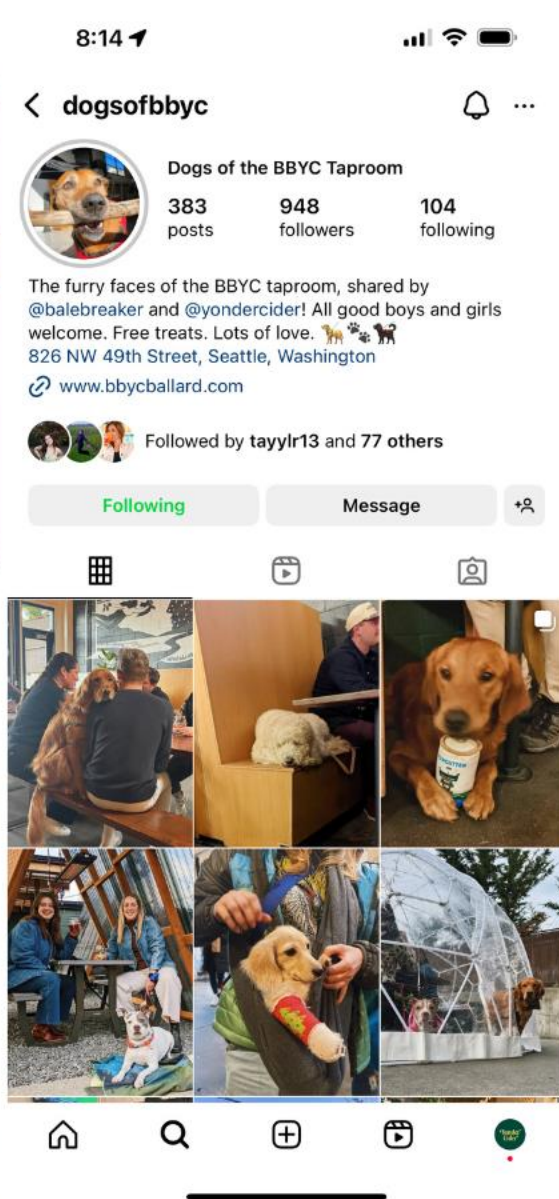
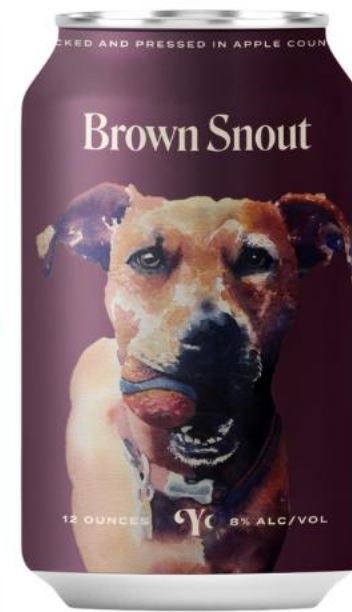
Merch!

- We LOVE merch at Yonder
- Look at it as advertising
- Minimal markups to encourage purchases
- Always available brand staples supplemented with seasonal limited releases
- Items for everyone, including kids & dogs!



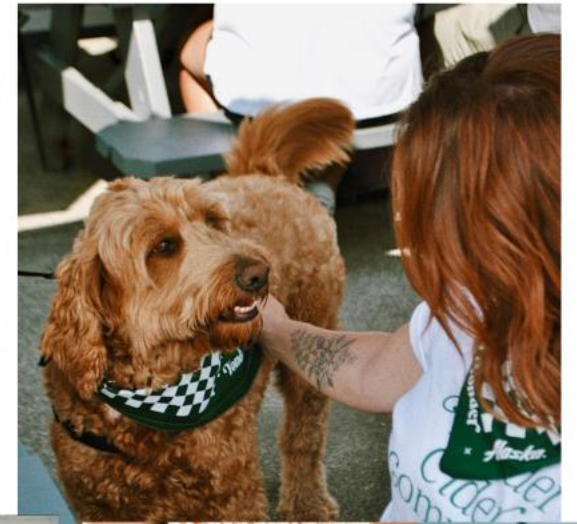
Dog Friendly & Focused!

- Dog treats at all check out stands
- “Regulars” - both people & dogs!
- Dog Halloween costume contest
- Dedicated Instagram page: @dogsofbbyc
- Dog celebrities - they exist!
- Dog photo shoots 2-3 times per year



Themed Parties

- Anniversary parties
- Cider releases
- Holiday markets
- Choose themes that are easy and fun - and don't require dressing up to participate!
- Sponsorship partners
- Fun giveaways & merch!





SOUTH HILL CIDER



**CRAFTING
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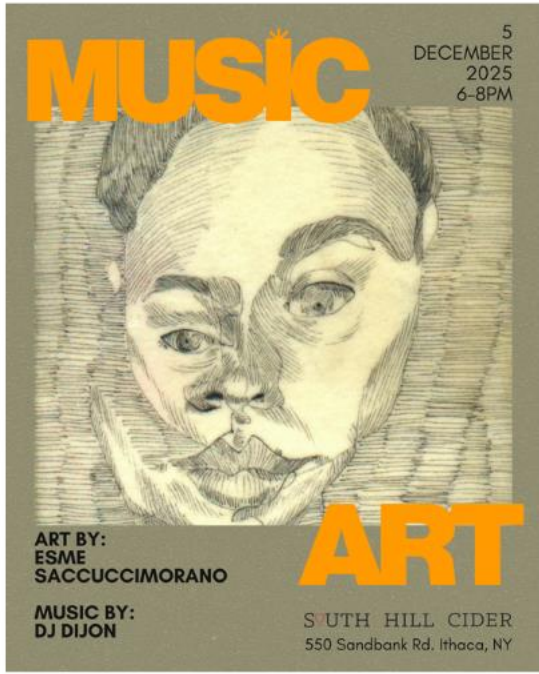
- Outdoor space, great sunsets, lawn games, fire pits
- Live music
- Raclette Nights





- Farm-to-table food
- U-pick Flowers
- Ticketed pop-up dinners with local chefs





- Support local art
- Keeps the tasting room fresh and engaging for customers
- Ithaca Gallery Night on the First Friday of every month
- Attracts a new demographic



FIRST FRIDAYS IN THE TASTING ROOM WITH
PAINTING MUJERES

NOVEMBER 3RD, 2023
COMPLEMENTARY CIDER SAMPLES AND BITES
5-7PM
SOUTH HILL CIDER
550 SANDBANK RD. ITHACA, NY



SOUTH HILL CIDER

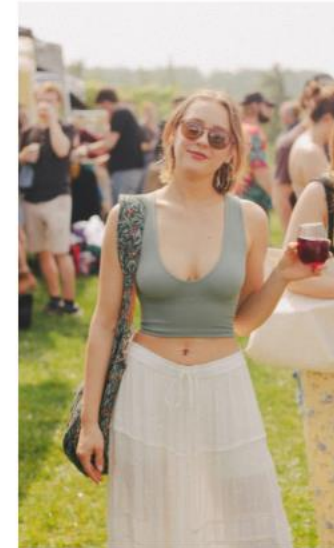
GALLERY NIGHT IN THE TASTING ROOM WITH
EMMA PURE

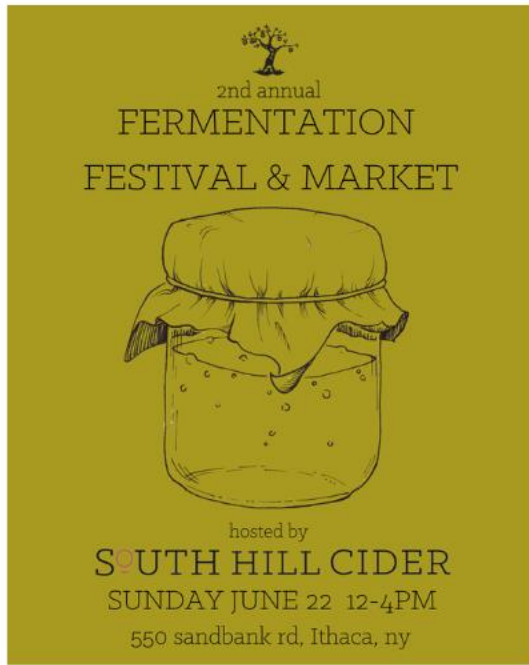
Friday, December 1st
5-7 PM





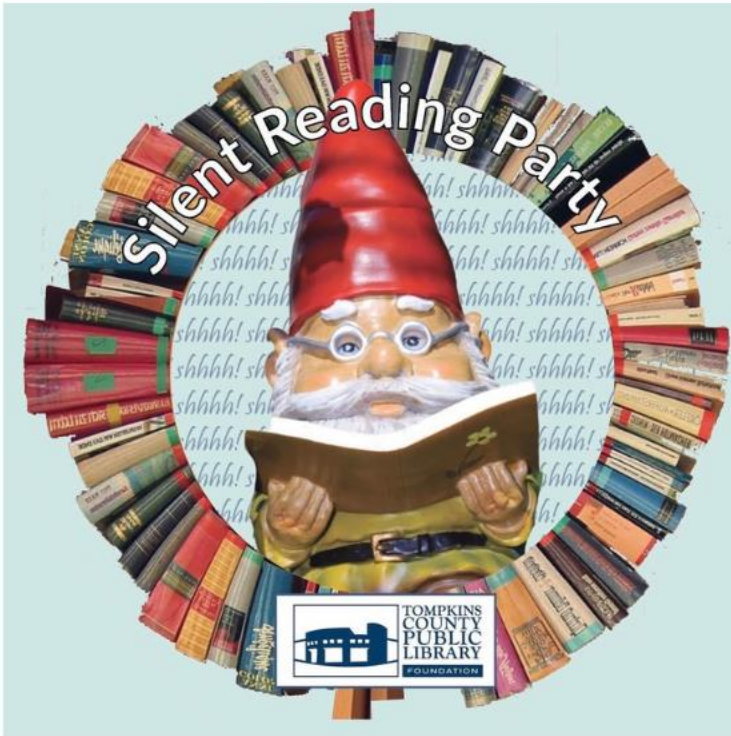
- 25+ vendors & organizer promoting through their respective social media outlets
- “Shop & sip”
- Wide demographic of customers +new customers exposed to our cider





- Support fellow independent craft food and bev businesses
- As a celebration of products made in the FLX, these events attract the tourist media outlets
- Each vendor promotes through their respective social media accounts
- Expose customers to a variety of cider & products from the FLX region



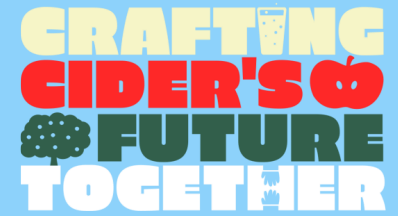


- Fundraisers for local organizations, farms, & businesses
- Social Justice gatherings and queer takeovers
- Great cross promo
- Integral to our tasting room brand identity
- Positive ripple effect in our community





Bauman's On Oak





Bauman's On Oak

- Located in Central SE Portland
- Took over a former brewery space
 - Large indoor & out spaces
- 30 taps, retail, full food program





AirBnB Experience

- Tasting, Pairings, Custom Blending
 - Led by owner/head cidemaker
 - Portland's #1 AirBnB experience





Summer Pizza Pop Ups & Collabs

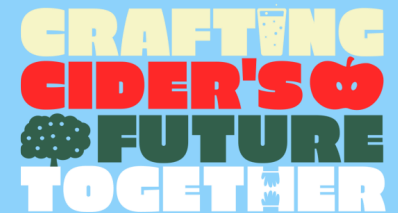
- Media coverage, huge turnouts, patio utilization





Weddings!

- They are sweet but also have a nice price point....





Quince
Fest, DJ
Parties,
&
Karaoke



Introducing
new groups
to the space

Introducing
cider to new
crowds





INSTAGRAM PROMOTION!



Cidery in the heart of the city



QUESTION:

What are your top tactics for promoting your taproom, both on a day-to-day basis and event specific?



QUESTION:
How does the design, layout and location of your taproom play into its success?



QUESTION:


Have you engaged in any collaborations or partnerships that have boosted your taproom and brand? How do you capitalize on those partnerships?



QUESTION:

What is the strategy behind your offerings, and how does it help your brand/location stand out?

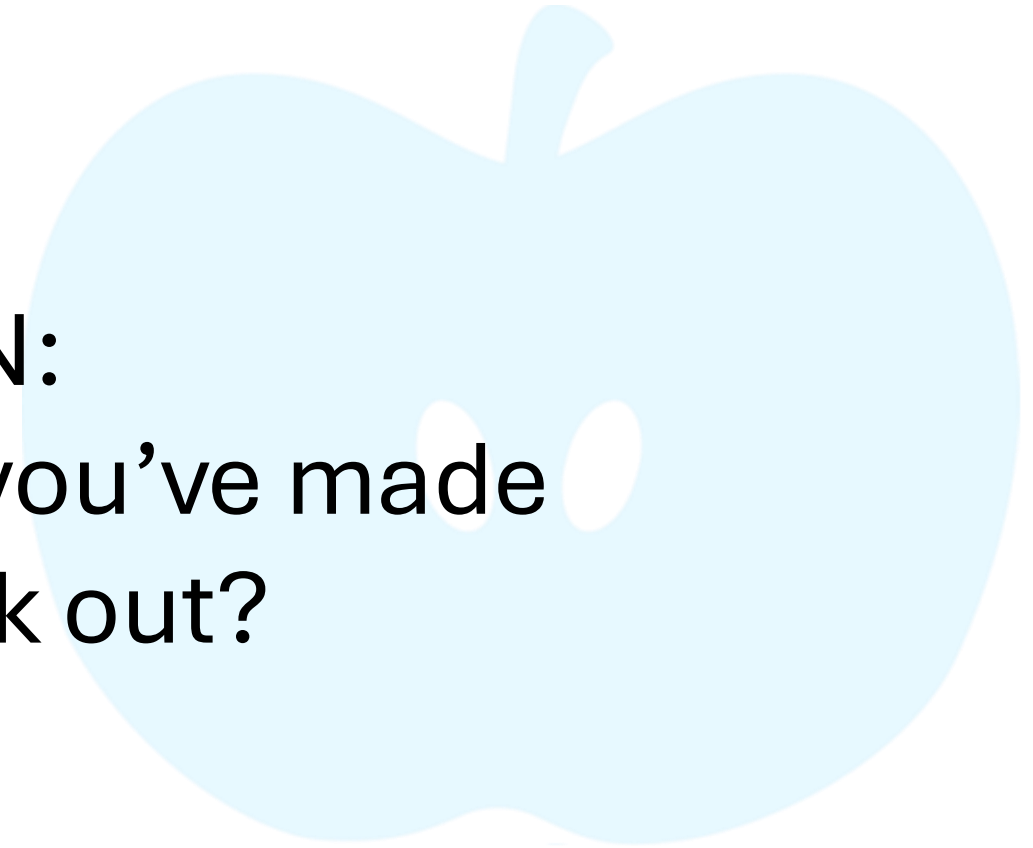




QUESTION:
What is one change you've made that has positively affected your taproom?



QUESTION:
What is one change you've made
that didn't work out?



Thank you!

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