



AMERICAN  
CIDER  
ASSOCIATION

# Buzz vs. Brains: Can Education Boost Cider Sales?

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## PRESENTED BY:

- Em Sauter, Founder, Pints and Panels
- Aneel de Albuquerque, Beverage Manager, Charleston Wine + Food
- Rachael Lowe, Director of Beverage for Levy Restaurants

Moderated by  
Jana Daisy-Ensign, Marketing Director, Northwest Cider Association



# AGENDA

- 1 Industry Education
- 2 Consumer Engagement
- 3 Changing Market Trends
- 4 Festivals & Events
- 5 The Role of Experts
- 6 Social Media & Technology



# Today's Panelists



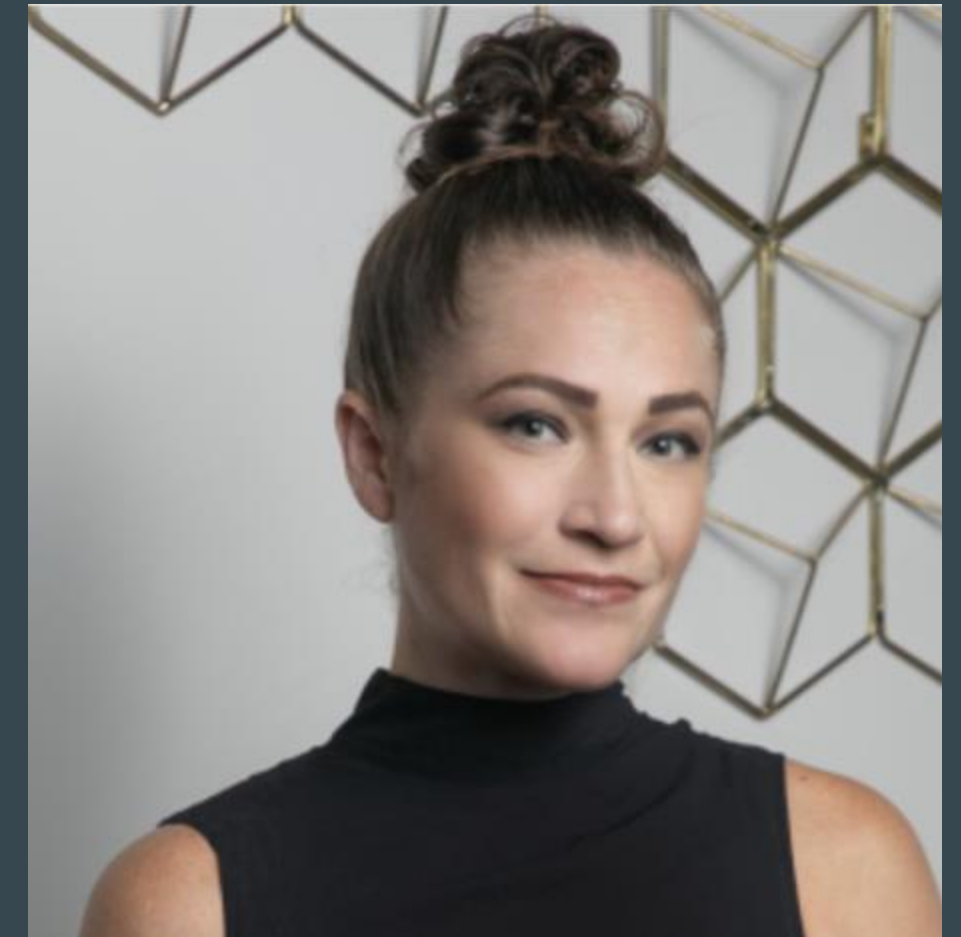
**Aneel de Albuquerque**

Beverage Manager Charleston  
Wine + Food Festival



**Em Sauter**

Founder of the website  
Pints and Panels



**Rachael Lowe**

Director of Beverage for  
Levy Restaurants

# Education vs. Experience



# Industry Education



Example:  
Pints and Panels  
What is Beer?

# What is Beer?

Beer is a fermented beverage typically made with these four ingredients:



Hops



Yeast



Malt  
(usually barley)



Water



Can be non-alcoholic or alcoholic and usually carbonated.

Can be a range of colors from pale yellow to black.

Beer has a broad range of flavors—some examples:



Chocolate



Bread



Tropical



Caramel



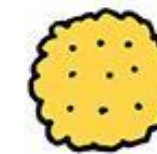
Citrus



Banana



Coffee



Cracker



Herbal

# Example: Pints and Panels Proper Glassware

## Proper Glassware

There are many types of glassware for beer. Here are just some of the many types available throughout the world.



Pilsner

For German Pilsner and Schwarzbier



Stange

For Kölsch and Altbier. Stange is German word for "stick"



Vase

For Hefeweizen, Kristalweizen and Dunkelweizen. Beautiful glass shows off head retention



Masskrug

For most lagers from Munich and Bavaria. Usually 1 liter in size



Nonic

"No Nick" for low ABV British styles. Bump helps you hold glass



Irish Tulip

For Irish and English style beers. Usually associated with Guinness



Tumbler

For styles like Lambic and Witbier. Thick sides and easy to hold and drink from



Chalice

For Belgian styles like Trappist beers. Wide opening showcases foam



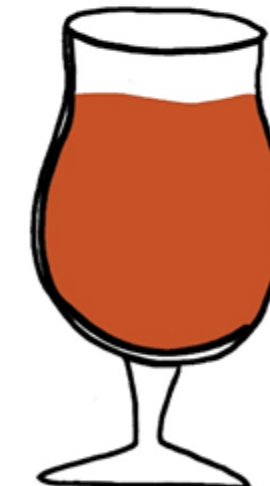
Willi Becher

A German glass now used for many beer styles.



Teku

Invented by the Italians in early 2000's - great for many beer styles. Simple yet classy.



Tulip

A recent popular glass with many styles - inward taper holds in aroma while shape showcases foam



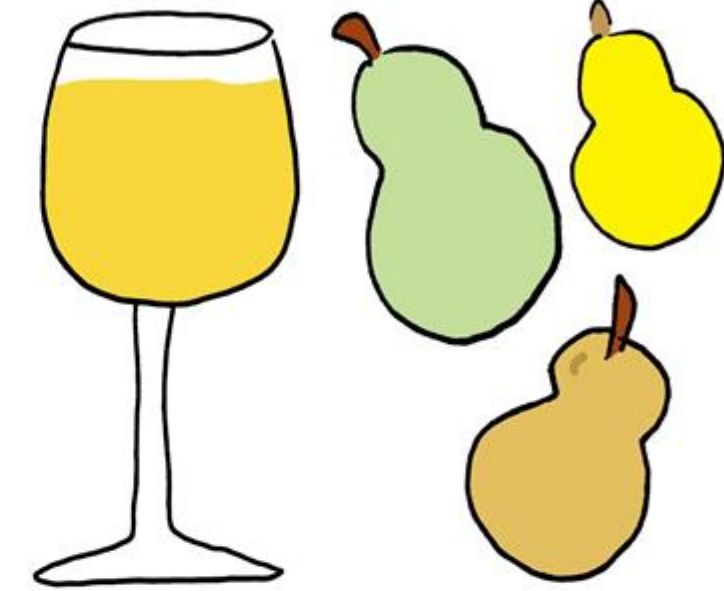
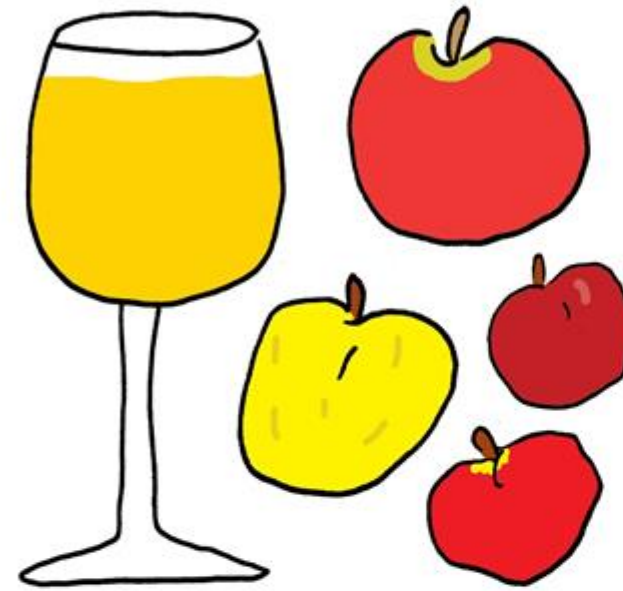
Snifter

For higher ABV beers like Barleywine and Imperial Stout.

# Cider Families

Cider

Perry



Botanical  
Cider/Perry

Fruit  
Cider/Perry

Dessert  
Cider/Perry



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Example:  
Pints and Panels  
Cider Families for  
ACA CCP  
Program

# Consumer Engagement



# Changing Market Trends



# Festivals & Events





Example: Charleston Wine + Food Festival

Example:  
Charleston  
Wine + Food  
Festival



Example:  
Charleston  
Wine + Food  
Festival



Example:  
Levy Wine  
Activation

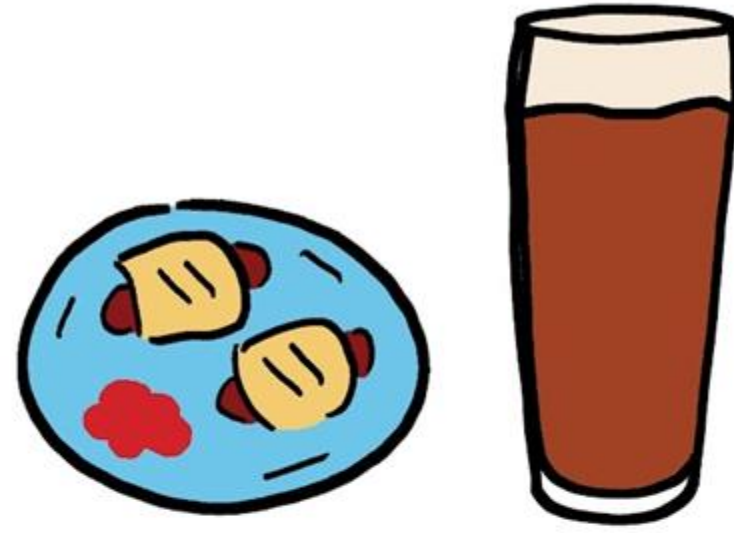


Example:  
Levy Wine  
Activation

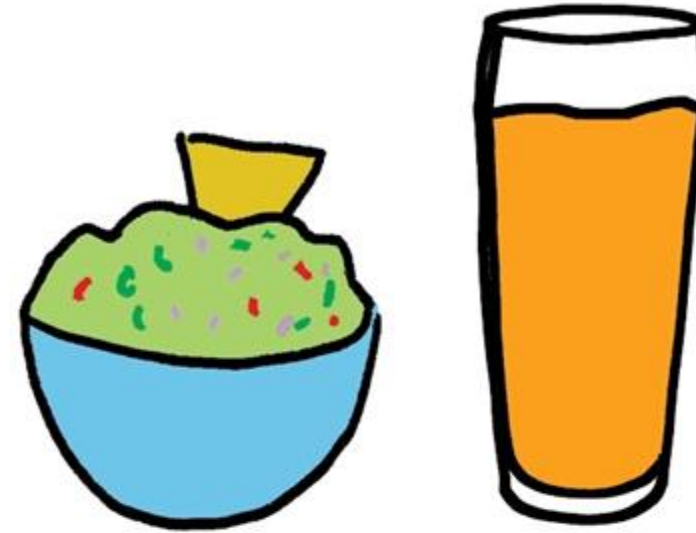


Example:  
Pints and Panels  
Super Bowl  
Pairings

Pigs in a Blanket  
& Brown Ale



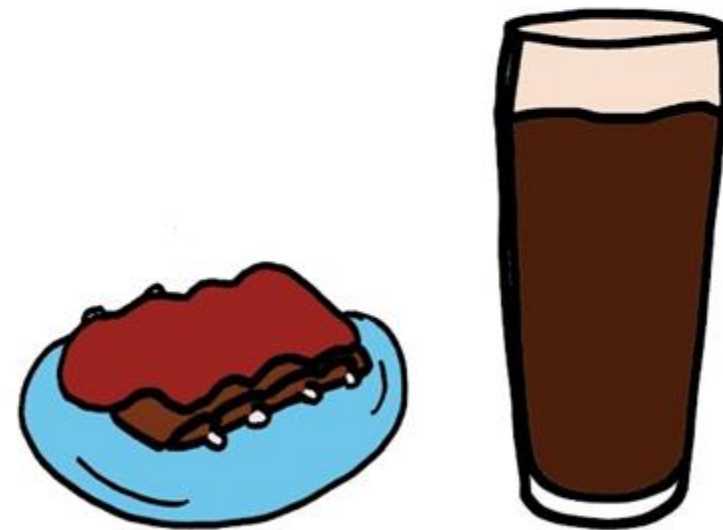
Guacamole  
& IPA



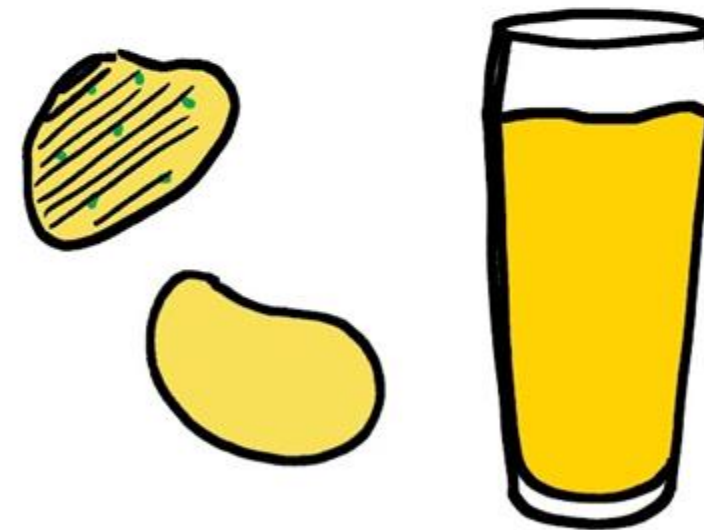
Buffalo Wings  
& Cream Ale



Ribs &  
Porter



Potato Chips  
& Light Lager



Nachos &  
Amber Ale



Super Bowl Foods

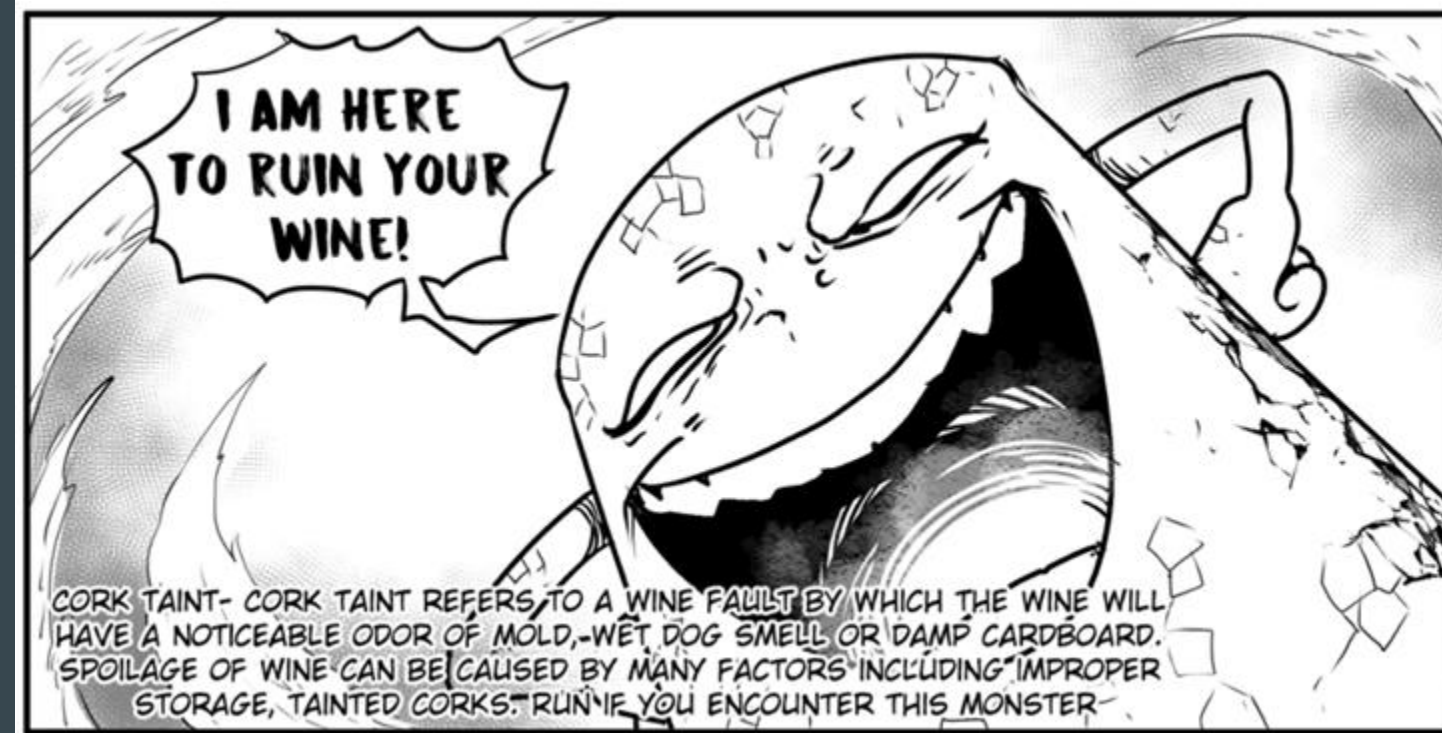
# The Role of Experts



# Social Media & Technology



Example:  
Anime & Wine  
@animeandwine



# Key Takeaways

- Craft Beverage Education is Evolving
- Memorable, Aesthetic Experiences Drives Consumer Engagement
- Millennials and Gen Z are Reshaping the Market
- The Role of Experts is Valuable, But Balance is Key
- Social Media and Technology Are Essential



**Thanks &  
Cheers!**

