

- 2024 -

CIDERCON

PORTLAND
ORE.

Oregon Convention Center | Hyatt Regency

Monday January 15

Tours* - Presented by NWCA

Tuesday January 16

Tours* - Presented by NWCA

Wednesday January 17

Tour Bus* to 2 Towns Cider House

TTB Bootcamp

CINA Cidermaking Bootcamp*

Certified Pommelier™ Exam*

Newcomers Networking

BIPOC Meetup

Cider Share Welcome Reception* - Presented by Voran

Thursday January 18

Opening Remarks

Educational Workshops

Sensory Workshops

Trade Show - Presented by FruitSmart

Lunch - Presented by Winemakers Depot

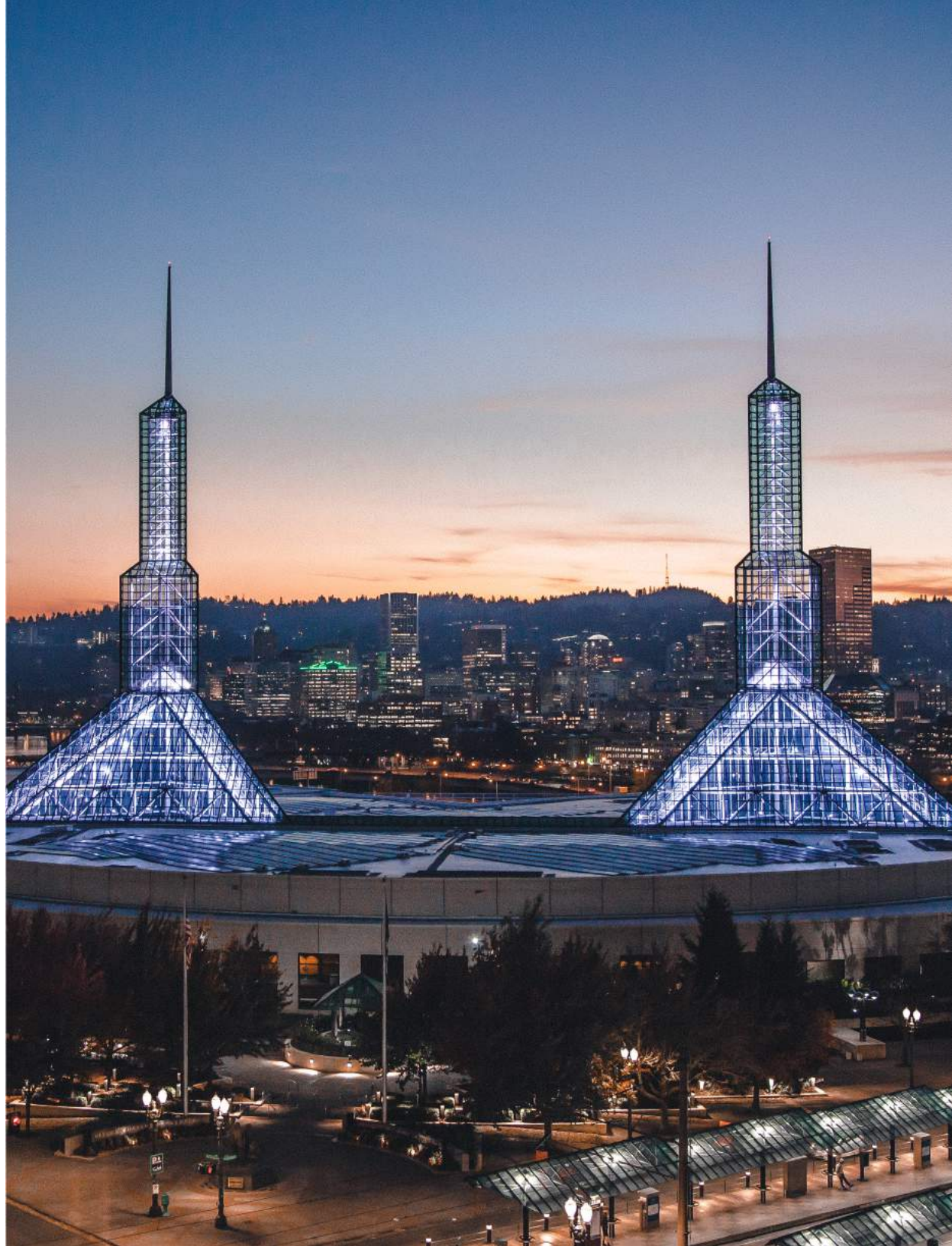
Trade Show Happy Hour - Presented by Hart Printing

Friday January 19

Educational Workshops

Trade Show

Lunch - Presented by Jenrey *Ticketed Events





Presented By:



Wednesday

CiderCon® Schedule Is Subject to Change

CIDERCON 2024 - PORTLAND, OREGON JANUARY 17							
8:30 AM	TTB Federal Compliance Bootcamp	Certified Pommelier™ Exam	Cidermaking Bootcamp with the Cider Institute of North America (CINA)	Guild Leaders Meeting	8:30 AM - 12:30 PM		
8:45 AM							
9:00 AM							
9:15 AM							
9:30 AM							
9:45 AM							
10:00 AM							
10:15 AM							
10:30 AM							
10:45 AM							
11:00 AM							
11:15 AM							
11:30 AM							
11:45 AM							
12:00 PM							
12:15 PM							
12:30 PM							
12:45 PM							
1:00 PM	Newcomers Networking Event 1:00-2:30				2 Towns Cider House Open House (Bus) 9:30 - 3:00		
1:15 PM							
1:30 PM							
1:45 PM							
2:00 PM							
2:15 PM							
2:30 PM							
2:45 PM							
3:00 PM	BIPOC Meetup 3:00 - 4:30	NW Cider Preview Hour 4:00					
3:15 PM							
3:30 PM							
3:45 PM							
4:00 PM							
4:15 PM							
4:30 PM							
4:45 PM							
5:00 PM	Cider Share Welcome Reception Presented by Voran 5:00 - 7:30						
5:15 PM							
5:30 PM							
5:45 PM							
6:00 PM							
6:15 PM							
6:30 PM							
6:45 PM							
7:00 PM							
7:15 PM							
7:30 PM							
7:45 PM							

TRACKS

Doing Business Better

Making Amazing Cider

Selling More Cider

Growing Bountiful Apples

Exploring Cider's Flavor & Terroir

Ticketed Sessions

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Thursday

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CIDERCON 2024 - PORTLAND, OREGON JANUARY 18						
8:30 AM	OPENING REMARKS 8:30 - 9:30					
8:45 AM						
9:00 AM						
9:15 AM						
9:30 AM	Trade Show Presented by Fruit Smart Opens at 9:30					
9:45 AM						
10:00 AM						
10:15 AM						
10:30 AM	Breaking Boundaries: Cider Hybrids with Beer and Grape Wine Christine Hardie (moderator), Ryan Burk, Johan Sjöstedt, Tom Oliver, more speakers TBD	An Introduction to Low ABV & Non-Alcoholic Cider Production Dave Takush, Ellen Cavalli, Christine Walter, Scott Katsma, John Berardino (Alfal Laval)	A Brand Architecture Primer for Growing your Cider Brand Isaac Arther, Cody Fague	Cider Category Performance Review with Mary Mill of 3 Tier Beverages	Apple Sourcing: Growing and Working with Apple Growers Steven Selin, more speakers coming soon	Session Title Coming Soon
10:45 AM	LUNCH & AWARDS 11:45 - 12:45 Presented by Winemakers Depot					
11:00 AM						
11:15 AM						
11:30 AM						
11:45 AM						
12:00 PM	Trade Show Presented by Fruit Smart					
12:15 PM						
12:30 PM						
12:45 PM						
1:00 PM						
1:15 PM	Solving Downtime Dilemmas: Efficient Hiring in Maintenance Operations Felix Madrid (Seattle Cider GM), Louanne Casares, (HR Director for 2 Towns)					
1:30 PM						
1:45 PM						
2:00 PM						
2:15 PM						
2:30 PM	Comparing the Effect of Yeast Inoculation Rate on Fermentation Kinetics, Chemical and Aroma Compounds Jocelyn Kuzelka	Across the Divide: Connecting With Consumers Beyond Cider Beth Demmon, Matt Tanaka, more speakers coming soon	How to Stay Small with Darlene Hayes, Ellen Cavelli, Abram Goldman-Armstrong, additional speakers coming soon	Retailer Pannel Coming Soon	Session Title Coming Soon	
2:45 PM	Trade Show Happy Hour Presented by Hart Printing 5:00 - 6:30					
3:00 PM						
3:15 PM						
3:30 PM						
3:45 PM						
4:00 PM	Pear Necessities: the Fruits and Flavours of International Perry with Adam Wells, additional speakers coming soon	Nordic Approaches to Cidermaking Moderated by Gabe Cook with Special Guests from Norway and Sweden	Utilizing Data to Get Consumers to Pick Cider Jenny Zegler (Mintel)	What To Do When Things Go Wrong: cidemakers' tools to fix, remove, hide, or work with unplanned flavors Steve Trussler, Nick Gunn, Kira Bassingthwaighte, Megan Faschoway	The Burden of Bumout Katie Muggli	Pitching Chain Retail: A Live Demonstration
4:15 PM						
4:30 PM						
4:45 PM						
5:00 PM						
5:15 PM						
5:30 PM						
5:45 PM						
6:00 PM						
6:15 PM						

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Friday

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	CIDERCON 2024 - PORTLAND, OREGON JANUARY 19						
9:00 AM	TRADE SHOW OPENS AT 9:00 Presented by FruitSmart				Scion Exchange/Orcharding Meet Up 9-10		10:00-11:15
9:15 AM							
9:30 AM							
9:45 AM							
10:00 AM	Harvest Harmony: Exploring the potential of apple-stone fruit co-ferments Mod Dan Pucci, more speakers coming soon	The Ancestral Method: Between Science & Art Mod Nicole Leibon, Yann Gilles, more speakers coming soon	Pouring Over Trends: Inter-category behavior by consumers Christian Miller, Wine Market Council	TTB Formulas Deep-Dive with the TTB	Biodynamic Orchardng Mike Biltonen	Session Title Coming Soon	
10:15 AM							
10:30 AM							
10:45 AM							
11:00 AM							
11:15 AM	Trade Show Open Until 12:30 Presented by FruitSmart					Evaluating Ciders for the Certified Pommelier TM Exam Darlene Hayes and Tim Godfrey (11:30-12:30)	
11:30 AM							
11:45 AM							
12:00 PM							
12:15 PM							
12:30 PM	Lunch 12:30-2:00 Presented by Jenrey						
12:45 PM							
1:00 PM							
1:15 PM							
1:30 PM							
1:45 PM	Lunch 12:30-2:00 Presented by Jenrey						
2:00 PM							
2:15 PM							
2:30 PM							
2:45 PM							
3:00 PM	Fruit Foraging for Commercial Cider Production in New York and Beyond Scott Ramsey, Dr. Greg Peck, Maria Kennedy	New Frontiers in Traditional European Cider Regions Mod Abram Goldman-Armstrong	Patching Your Leaky Sales Pipeline: Improving The Efficiency of Your Sales Team Julie Rhodes	A Can Do Attitude: Making Stable Cider Without Sulfur Dioxide Dr. Nichola Hall	Win Hearts & Shelves Using Design and Data to Boost Cider Sales Shannon Hiller-Webb	Session Title Coming Soon	2:00 - 3:15
3:15 PM							
3:30 PM							
3:45 PM							
4:00 PM							
4:15 PM	Using Amphora and Terracotta Vessels in Cider Production	The Pasteurization Primer: Starting Out and Scaling Up	Selling to the Cider Curious in the PNW: Strategies from Consumer Research Jana Daisy-Ensign and Jessica Gutierrez	A Mini PR Master Class: Reaching Consumers through Storytelling, Digital Content and More Nadea Mina, Jen O'Flanagan	Session Title Coming Soon	Session Title Coming Soon	3:45 - 5:00
4:30 PM							
4:45 PM							
5:00 PM							

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