



AMERICAN  
CIDER  
ASSOCIATION

# Roots to Retail:

## Leveraging Packaging Success

---

PRESENTED BY:

Amanda DeVries, Eye Candy Design

-2025-  
CIDER CON®  
CHICAGO

The logo for CIDER CON 2025 CHICAGO is set against a large red circular background. The text '-2025-' is at the top in a white, sans-serif font. Below it, 'CIDER CON' is written in a large, white, stylized serif font with decorative flourishes. At the bottom, 'CHICAGO' is written in a white, sans-serif font. The background features overlapping organic shapes in shades of orange, yellow, and green.

# AGENDA

**1**

## **BRANDING & PACKAGING FOUNDATIONS**

- **Start with Why**
- **The Story**
- **Brand Personality**
- **Positioning**
- **The Market**
- **The Competition**

**2**

## **CASE STUDIES**

**3**

## **Q&A**



# *Who is this for?*

- Owners of cideries who wear all the hats
- Little or no marketing team / No CMO
- People who want to understand what a branding agency does with all their \$\$
- People who understand that selling a product goes beyond the quality of the product but not sure where to go from there



*Bio*







**Branding**

*"Your Brand is what other people say about you when you're not in the room"*



# *Start with Why*

“People don’t  
buy what you  
make, they buy  
why you do it”

**Simon Sinek**

(MOST WATCHED  
TEDTALK EVER)



# *The Story*

# Forrest Gump

**The human  
brain wants  
to organize**







# *The Story*

**Storytelling  
creates  
human  
connection**

1. **Keep it real**  
Your story must be truthful.
2. **Keep it simple** Your story should not be a thesis or complex bottling methods.
3. **Relate to your consumer**  
Meet your customer where they are.



# *Tone & Personality*

**Pick AT  
MOST 3**

**Consider what  
the opposite of  
your brand  
would be**



# *Positioning*





DETERGENT



# Brand Archetypes

Human character traits that most accurately reflect your brand.

Create **deeper connections** with your audience based on **strong emotional interactions**.



# *The Market: What's in it for them?*



- What do they look for in a brand (escape/social climbing/convenience)
- What other brands do they buy?
- What benefit can they derive/  
Why will they choose you?

# *Ideal Customer Profile*



**DESIRES**

**PAIN POINTS**

**DESCRIPTION**

**HOW YOU WILL SERVE THEM**

# Ideal Customer Profile



Photo by [Martin Péchy](#) on [Unsplash](#)

## DESCRIPTION

- Millennials and Males
- Consider themselves art appreciators
- Spotify premium subscribers
- Supports artists on Patreon
- Appreciates innovative packaging as a form of art

## DESIRES

- Wants to feel connected to their community by merging their lifestyle with activities around them
- Like to be the first to try a new beer

## PAIN POINTS

- Can't find information online
- Feeling disconnected

## HOW YOU WILL SERVE THEM

- Offer art and music events at the brewery
- Price point that suits their budget
- Great packaging and design



# *The Competition*

## **What does the market currently have?**

COUNTRY OF ORIGIN / NATURAL / BIODYNAMIC / ORGANIC /  
AWARD-WINNING / TERROIR-DRIVEN / PRICE-POINT /  
PACKAGING / CERTIFICATIONS / TRANSPARENCY

## **USP: Unique Selling Proposition**

How are you going to stand out?



# *SWOT Analysis*

## YOU

### Strengths

- Strength 1
- Strength 2
- etc

### Opportunities

- Opportunity 1
- Opportunity 2
- etc

### Weaknesses

- Weakness 1
- Weakness 2
- etc

### Threats

- Threat 1
- Threat 2
- etc

## COMPANY A/B/C

### Strengths

- Strength 1
- Strength 2
- etc

### Opportunities

- Opportunity 1
- Opportunity 2
- etc

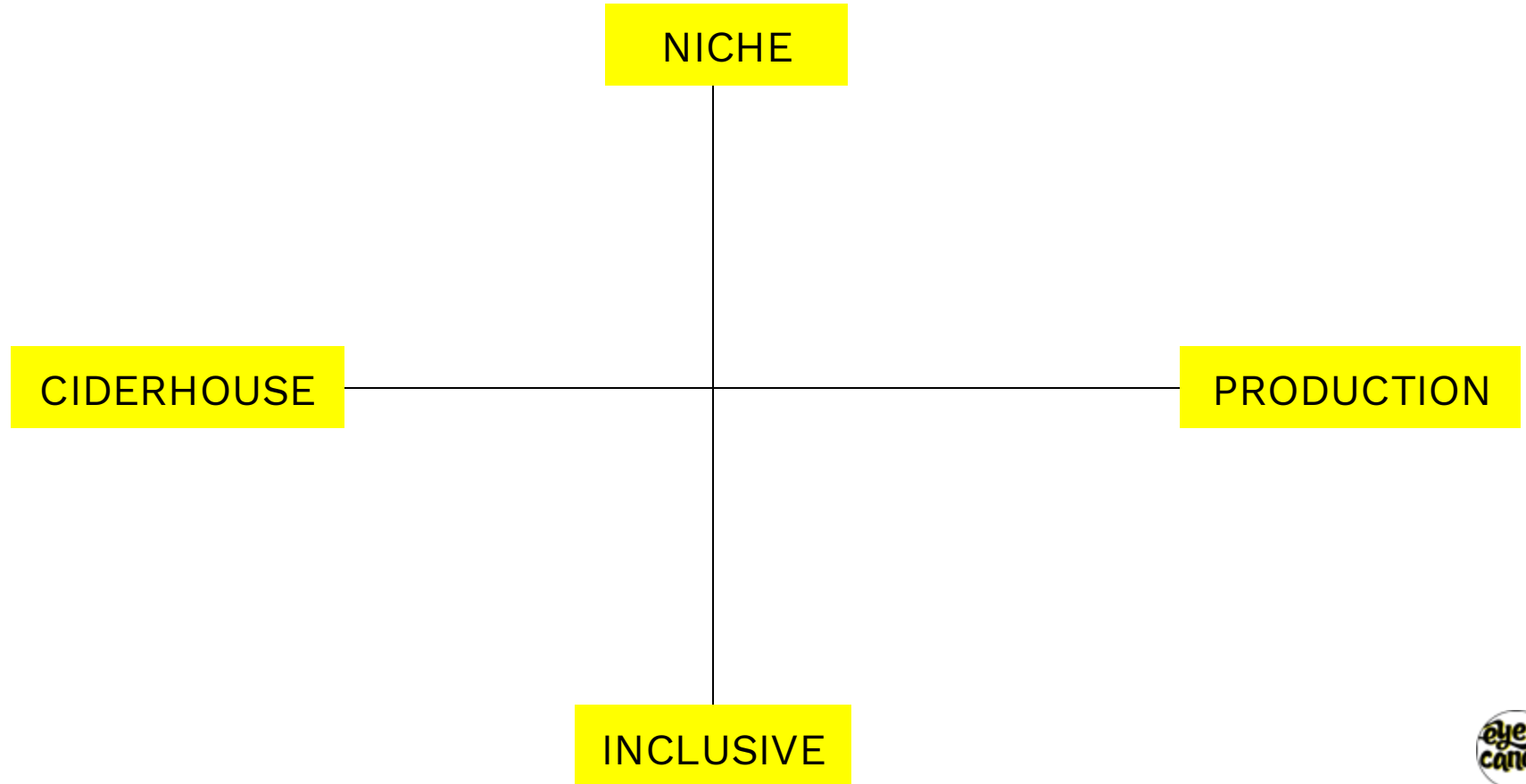
### Weaknesses

- Weakness 1
- Weakness 2
- etc

### Threats

- Threat 1
- Threat 2
- etc

# *Positioning (revisited)*





# Case Studies

# Case Study: Bivouac Cider



BRAND ARCHETYPE:

## Explorer

- **Adventurous**
- **Daring**

**Jeep**®

**THE  
NORTH  
FACE**



## FIELD NOTES



**ADVENTURE AWAITS!  
BIVOUAC CIDERWORKS'  
ADVENTURE LODGE &  
GENERAL STORE OPENS  
MARCH 1ST IN NORTH  
PARK**



**2023 BIVOUAC GIFT  
GUIDE: HARD CIDERS**



**OUR FAVORITE FALL  
ACTIVITIES: APPLE  
PICKING, PUMPKIN  
CARVING & FALL HIKES**

**“You only  
get one life.  
Make it  
count”**

# Packaging



# *Case Study: Collective Arts*

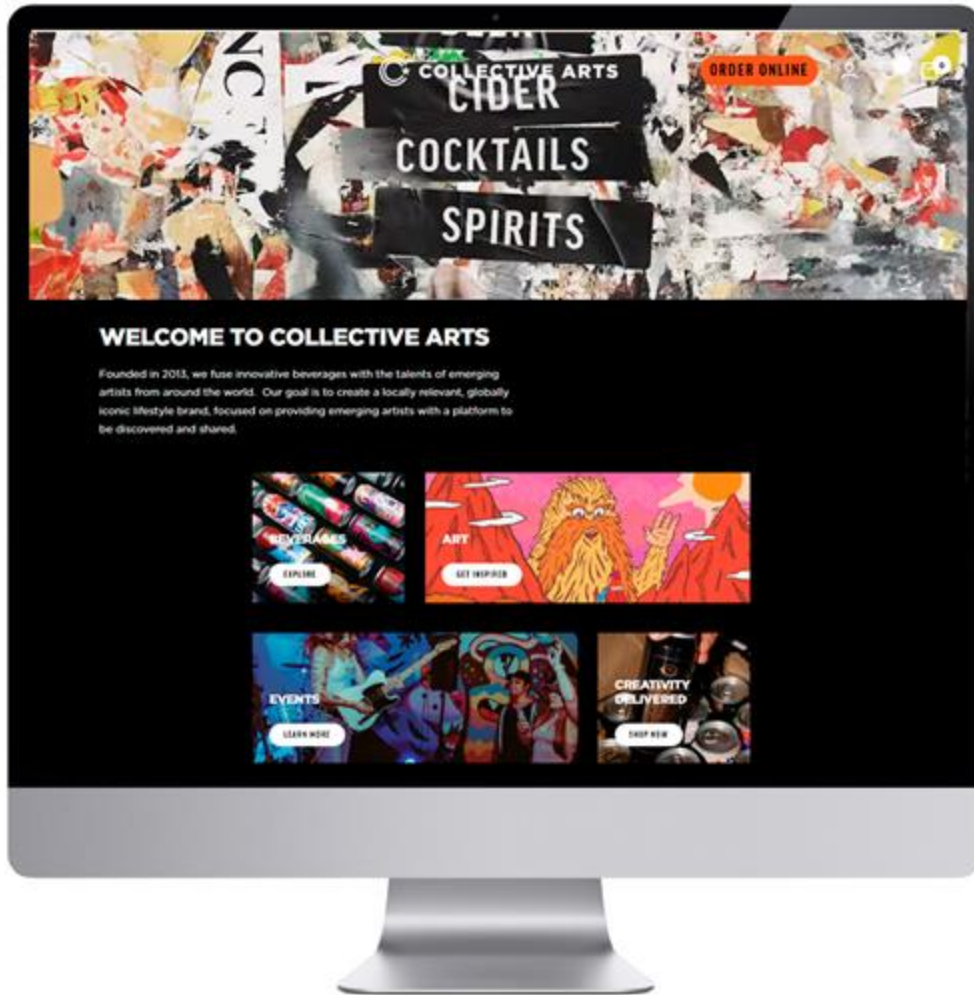


**BRAND ARCHETYPE:**

## **Artist**

- **Inspirational**
- **Provocative**

**Adobe** **LEGO**<sup>®</sup>



**“See  
potential  
everywhere  
& uncover  
originality”**



# Packaging









CALL FOR ART

ART: ALISON STIRLING

ART SUBMISSION DEADLINE:

60  
DAYS

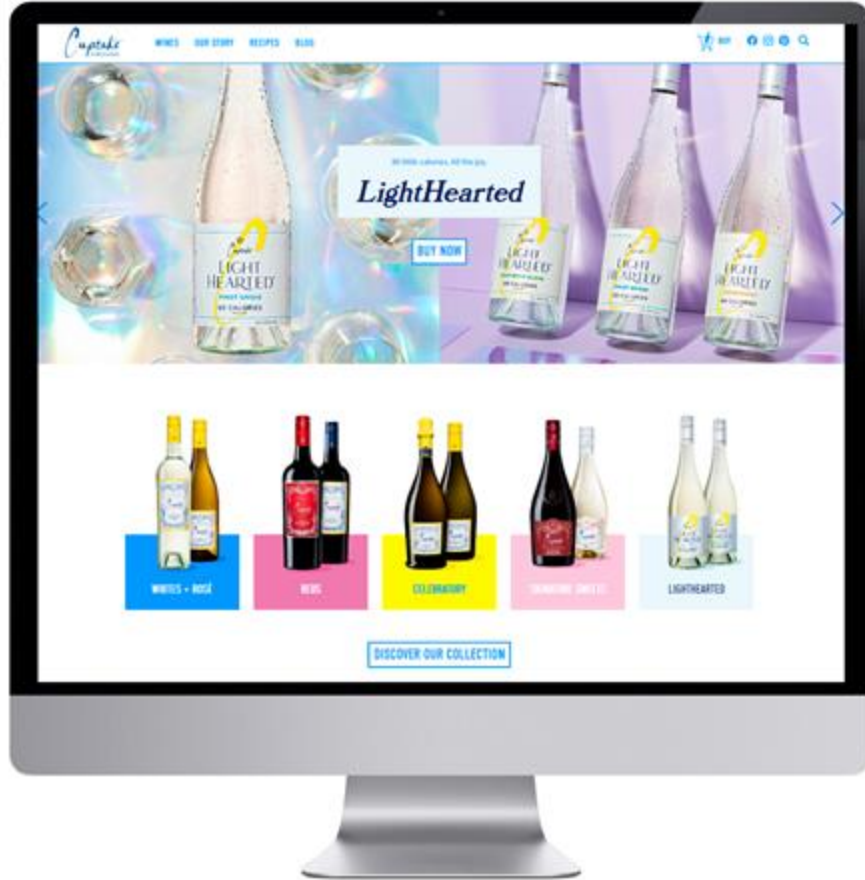
13  
HOURS

35  
MINUTES

53  
SECONDS



# Case Study: Cupcake Vineyards



BRAND ARCHETYPE:

## Innocent

- Joy
- **Simplicity**

Aveeno. *Dove*



80 LITTLE CALORIES. ALL THE JOY.  
**LightHearted**

## *Cupcake LightHearted Wines Are Just Right*

In a world that wants to have its cake and eat it too, we set out to create the perfect wine. One with FULL flavor, a good balance of alcohol AND lower calories, sugar and carbs.

**80**  
CALORIES\*

PER 5.0Z SERVING

20% LESS CALORIES THAN  
LEADING HARD SELTZERS\*\*

**8%**  
ALC/VOL\*

PER 5.0Z SERVING

33% LESS ALCOHOL THAN  
TRADITIONAL WINE

**<1G**  
SUGAR\*

PER 5.0Z SERVING

COMPARABLE TO LEADING  
HARD SELTZERS

**“Life is  
simple and  
simplicity is  
elegant”**



# Packaging



Cupcake<sup>®</sup>  
VINEYARDS

CHOOSE JOY



© 2022 Cupcake Vineyards, Livermore, CA



# Conclusions

- **Hone your story**
- **Keep the customer front of mind**
- **Be authentic**



Sucking  
Cider  
Through  
a  
Straw.



(Copy-  
right).

# Thank you!

- [eyecandydesign.co](http://eyecandydesign.co)
- [hello@eyecandydesign.ca](mailto:hello@eyecandydesign.ca)
- [@eyecandydesign.co](https://www.instagram.com/eyecandydesign)
- **Book time:**  
[amandadevries.as.me/  
free-brand-audit](http://amandadevries.as.me/free-brand-audit)