



- 2024 -
CIDER CON
PORTLAND
ORE.



**PITCHING YOUR CIDER
BRANDS TO CHAINS**



Ben Williams
Director of National Accounts
2 Towns Ciderhouse



Dana Elliott
Key Account Manager
2 Towns Ciderhouse



Ben and Dana Represent 2 Towns Ciderhouse who is currently the #3 Cider Producer Nationally and the #1 Cider Producer on the West Coast. One of the keys to 2 Towns success has been a commitment to supporting their retail partners through impactful distribution and programming.

Over 40 Years of Combined Industry Experience



Julie Rhodes
Strategic Business Consultant
Not Your Hobby Marketing Solutions

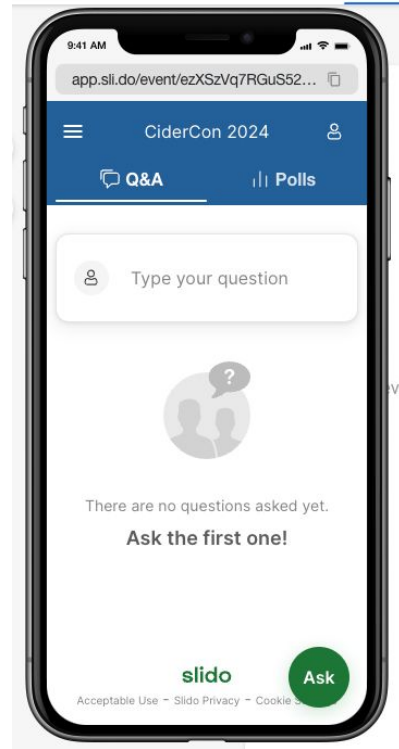


Teaching craft beverage businesses how to work smarter, not harder. If you have customers, you have a business, not a hobby.

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Scan here to ask questions



Chain Sales Cheat Sheet Download



SELLING TO CHAINS 101

A quick start guide for cider brands



BENEFITS

Getting your brand on the shelf in a chain store can boost your volume sales, build awareness for your brand, and get your products into more consumer's hands. An indirect benefit of chain sales is attractiveness to other retailers and wholesalers in new regions.

ENVIRONMENT

The chain market is extremely competitive, so shelf space is precious. Only suppliers that are ready to sell large quantities of their products should expect term authorizations. In addition, you are responsible for on-time deliveries, reliable inventory, and merchandised shelf placements.

THINGS TO CONSIDER

Inventory
Can you produce enough product to keep stores in stock?

Logistics
How will you get your product into each store?

Brand Awareness Data
Is there significant consumer demand for your products?

Point of Sale
Can you provide data points about your sales velocity?

BRANDING
Your packaging should tell your brand story, which means you need a clear brand identity. Clear and cohesive branding is a must, as well as points of differentiation. Point of sale materials to highlight your brand and significant investments in marketing to support your brand.

PRICING
Be aware of what typical package types are being sold in chain outlets and how each item is sold. A Retail Unit is what the customer buys (a pack of 6 pack) and the price is called the PTC or Price to Consumer Stock. The shelf price or SSP (suggested retail price).

SUPPORT
You will need to provide brand support for your items sold to chains. This can range from signage, shelf talkers, case stickers, floor stickers, banners, to in-store product samplings or other shopper incentives. An overview of brand support is ensuring your product is listed on their shelves and fully stocked.

PLANS
Doing business with chains requires extensive strategic planning. Start by coming up with a certain time period and rate of sale (velocity) and typical plans that you will need to understand and have access to for your branded pitch decks and/or buyer meetings.

A planogram is a shelf schematic tool used by chains to organize products



Must Haves: Label Approval, UPCs, Product Descriptions, Package Dimensions, Pricing

New Item Submissions

THE PROCESS



1. Find out when submission are due - this follows their "reset" schedule, usually twice a year or quarterly
2. Obtain a copy of their New Item Form or NIF
3. Turn in the NIF by the deadline. Make sure to follow all instructions
4. Communication will follow if approved
5. Sometimes you will need to provide a brand deck

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ITINERARY:

- Are You Ready For Chain?
- Preparing for the Meeting
- Reset Cycles
- Supporting Data
- Mock Sales Pitch
- Q&A





IS CHAIN RIGHT FOR YOUR BUSINESS?

Is Chain right for your Business?

Making the decision to sell in chain accounts can yield incredible returns for your business. Chains also have expectations from their supplier partners. Are you ready?

Some Considerations:

- Can you support the chain? Sales staff, distributor partner, marketing?
- Do you have the capacity to support the increased volume?
- Are your brands a fit for the chain business model?
- Do you have a grasp on your sales analytics?
- Is there a budget to support the costs of selling in chain?

You only get one opportunity to launch in major grocery chains and if you aren't prepared to be successful and the distribution is lost, it can be very difficult to get back in.



A photograph of a business meeting in progress. In the foreground, a person's hands are visible, one raised in a gesture of explanation or emphasis. In the background, another person is seated at a table, writing in a notebook. The table is cluttered with papers, pens, and a laptop. The overall scene is professional and focused on collaborative work.

PREPARING FOR THE MEETING

Preparing for the Meeting

1. What are the meeting instructions

- a. Time Allotted
- b. Meeting Objectives (New Item or Programming)
- c. Any other special instructions

2. Meeting Goals

- a. Work backwards when building your presentation. Knowing your goals upfront will allow you to target data and information to support your ask

3. Basic Outline

- a. Title Slide
- b. Brand Overview
- c. Supporting Data
- d. Item Request Slides
- e. Programming/Demo Support
- f. Wrap up Slide
- g. Thank You Slide



Understanding basic chain structures:

- **Reset Cycles:** What are they and how do they impact your business?
- **Store Geography:** How is the chain organized? Divisions, clusters?
- **Merchandising:** What is expected, can your distributor support the chain?
- **Pricing:** How does the store determine price? How are prices adjusted?





Supporting Data

Chain buyers see you as real estate consultants for their shelf space. What data can you use to support your pitch?

- **IRI/Nielsen Rankers:** How does your brand rank against competition?
- **VIP or Internal Data:** How are SKUs performing?
- **Retail Competitor Data:** How are near competitors performing with your brands?

Use data to illustrate the business opportunity to your retail partner



ACA Members have free access to Nielsen Syndicated data!

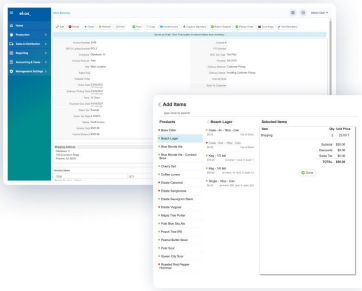
The image shows a screenshot of the American Cider Association (ACA) website. At the top, there is a navigation bar with links for 'DRY CIDER FINDER', 'BLOG', 'CIDER JOBS', 'MARKETPLACE', 'MARKET INFO', 'RESOURCE HUB', 'WEBINARS', and 'LOGIN'. The 'LOGIN' button is circled in red. To the right of the navigation bar is the ACA logo and a 'JOIN ACA' button. Below the navigation bar, there is a grid of icons representing various services: 'Resource Hub', 'CCP Certification', 'Nielsen Data', 'Webinar Recordings', 'Past CiderCons', 'Membership Discounts', 'Marketing Tools', and 'Member Directory'. The 'Nielsen Data' icon, which depicts a bar chart with an upward arrow, is circled in red. A red arrow points from the 'LOGIN' button to the 'Nielsen Data' icon. On the left side of the screenshot, there is a promotional banner for 'CIDERCON PORTLAND ORE. 2024' with the text 'Join us at CiderCon® 2024!' and 'Registration is now live for CiderCon® 2024, the premier conference for the cider industry!'. A red button labeled 'Register Today!' is at the bottom of the banner.

This data costs \$1000's per year to purchase on your own. Take advantage of the ACA's member data!



Alternative Data Sources

- Leverage your distributor partner
 - Ask for sales data reports
 - Ask for category reports
- Utilize any sales data you have
 - ERP system
 - Accounting software
 - Phone a friend



A Note About Distributors

- Encouraged, but not required
- Advantage for logistics and merchandising
- Can assist with buyer communication and securing meeting time
- Know your limitations if you do not have a wholesale partner



Meeting Day Preparations

- Printed Presentations and/or Digital Copies
- Business Cards
- Cold Samples
- Sample Cups
- Leave Behind Samples (Retail Packages if available)
- Notebook- Important to take notes during or following the meeting

*Sample 6pk
provided by Wright
Packaging



EXAMPLE PRESENTATION

CONFIDENTIAL



- **Launched in 2019**
- **Focus on Award Winning Imperial Ciders**
- **50k CE's in 2023 70/30 Split On/Off Premise Sales**
- **New Production Space with Capacity for 100K CE's.**
- **Currently Distributed by Columbia Distributing.**
- **Based out of Medford Oregon**



ACA CIDER COMPANY

Safeway Portland | Spring 2024 New Items

01.18.24



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Who Are We?

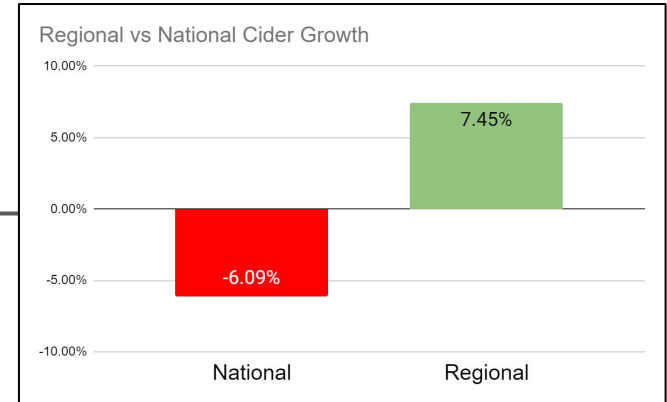
ACA Cider was launched in 2019 by 2 lifelong friends who have always had a passion for Craft Beverages. In 2023 ACA Cider sold just over 50K cases. Open our new production facility in December, expanding our capacity to do 100K Cases. Award Winning Cidery with both Dry Cider and Very Berry Cherry bringing home gold medals from GLINTCAP 2023.

\$ Rank	Segment	\$ Sales	Growth
1	DOMESTIC PREMIUM	\$4,921,242,875	-0.63%
2	IMPORT	\$4,217,531,083	6.64%
3	CRAFT	\$3,087,985,574	-3.20%
4	DOMESTIC SUB-PREMIUM	\$1,940,294,508	2.78%
5	DOMESTIC SUPER PREMIUM	\$1,818,175,079	-3.68%
6	BEER SELTZER CENTRIC	\$1,713,074,567	-20.27%
7	FLAVORED MALT BEVERAGES	\$1,488,377,774	12.32%
8	CIDER	\$335,071,971	-0.46%
9	NON-ALCOHOLIC	\$315,787,048	29.33%
	TOTAL	\$19,837,540,478	-0.45%

Total US MULO Segment Data IRI - 52wk - 12/31/23

SEGMENT DATA

Regional Cider growing, National brands dragging down category





\$ Rank	Segment	\$ Sales	Growth
11	STEVE'S CIDER	\$232,199	77.82%
12	MALIC BLAST	\$92,269	-25.58%
13	SUPER SWEET CIDER	\$58,661	36.63%
14	APPLE OF MY EYE	\$38,632	-2.79%
15	CORE CIDERHOUSE	\$33,048	-29.35%
16	TREE-2-CAN CIDER	\$30,712	-20.27%
17	PERTURBED PLANTATION	\$23,534	-11.27%
18	ACA CIDER COMPANY	\$21,146	39.17%
19	DOC AWAY CIDER	\$19,413	4.24%
20	SOUR PATCH CIDER	\$16,849	-0.45%

OR Cider Category IRI - 13wk FOOD - 12/31/23

Oregon Cider Rankings

- ACA Cider Company is currently the #18 Producer in Oregon
- ACA Cider Company is showing strong growth at over 39%
- ACA Cider Company added 6 Packs to the lineup in Fall of 2022 and is poised for strong growth with new chain distribution

\$ Rank	Segment	\$ Sales	Growth
11	STEVE'S CIDER	\$20,241	-19.94%
12	DOC AWAY CIDER	\$11,120	-30.40%
13	SUPER SWEET CIDER	\$7,994	-7.98%
14	ACA CIDER COMPANY	\$6,095	61.85%
15	CORE CIDERHOUSE	\$5,804	-36.27%
16	TREE-2-CAN CIDER	\$5,527	-61.82%
17	PERTURBED PLANTATION	\$4,753	NEW
18	APPLE OF MY EYE	\$2,838	61.85%
19	MALIC BLAST	\$609	75.13%
20	SOUR PATCH CIDER	\$4	-99.88%

Safeway/Albertsons-Portland

- ACA Cider Company is currently the #14 Cider Producer in Albertsons/Safeway Portland
- Although ACA Cider Company has limited distribution in ALBSCO Portland, they are outpacing ROM at growth rate of 61%

Item Names	13 Weeks Thru 12/31/23	13 Weeks Thru 12/31/22	Diff	Pct
Total	5,021	4,363	658	15.1%
Dry Apple 4/6/12OZ Can	1,562	900	164	73.7%
Very Cherry Berry 4/6/12oz Can	1,024	498	526	105.6%
Dry Apple 500ML	179	181	-2	-1.1%
Very Cherry 500ML	172	208	-36	-17.3%
Pineapple 4/6/12oz Can	156	78	78	100.0%
Pineapple 500ML	147	129	18	14.0%
Cantaloupe 500ML	144	110	34	30.9%

Internal VIP Data - 13wk - 12/31/23

Internal IRI Data

- Dry Apple 6 Packs and is ACA Ciders #1 Sku in total company showing strong growth at 85.7%
- Very Cherry Berry is ACA Cider Company's #2 SKU total company and showing very high growth at 105%



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A dense, close-up photograph of numerous apples in various shades of red and yellow, filling the entire background of the slide. The apples are slightly out of focus, creating a soft, textured effect.

NEW ITEM RECOMMENDATIONS



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Priority
#1

Dry Apple 6 Pack- New Distribution - Southern Oregon/Bend/Eugene/Corvallis



Item Name: ACA Cider - Dry Apple

Available Date: 3/1/2024

ABV: 8%

Suggested Retail: \$13.99

Description: Dry apple cider made exclusively from 100% fresh pressed fruit and the tears of our head cidemaker.

\$116K Annual Revenue Opportunity Per SKU

4/6/12oz Can
Distributor Item #:
6136138

Reason to Believe

- ACA Cider growth out indexes the category by 40%!
- Dry ciders made from cidemaker tears growing 15% in the NW!
- ACA Dry Cider is currently the #7 Selling Single Serve Cider in Safeway Albertsons Portland.

Market Support:

40 in-store samplings available & in store POS!



Transitioning Glass Singles to 6 Pack Cans

Item Name: Dry Apple (Safeway #123456)

Transition to Dry Cider 4/6/12 Cans

Item Name: Dry Cider

Reason : Since launching 6 packs, they have become 70% of our package sales. By moving away from Bottles we can increase our efficiency to meet the growing demand.



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Priority
#2

Very Cherry Berry 6 Pack- New Distribution - Southern Oregon/Bend/Eugene/Corvallis



Item Name: ACA Cider - Very Cherry Berry

Available Date: 3/1/2024

ABV: 8%

Suggested Retail: \$13.99

Description: Very Cherry Berry Features all of your favorite Fruits in one Cider. 100% fresh pressed fruit and our head cider maker's tears.

\$116K Annual Revenue Opportunity Per SKU

4/6/12oz Can
Distributor Item #:
6136146

Reason to Believe

- ACA Very Cherry Berry is currently ACA #1 Selling Cider total company and it just launched in October.
- Berry Cider is one of the fastest growing flavors nationally in both Beer and Cider.
- ACA Cider growth out indexes the category by 40%!

Market Support:

40 in-store samplings available & in store POS!



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PROGRAMMING SUPPORT



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Programming Support



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WIN TICKETS TO:

- 2024 -
CIDER CON
PORTLAND
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**TXT 1234 FOR YOUR
CHANCE TO WIN!**

Example in-store POS

In-store programming opportunity leading up to 2024 CiderCon. TXT-2-Win POS to win tickets to CiderCon! 4 VIP Ticket Packages.

Past TXT-2-Win program garnered 2,400 unique in-store engagements - CiderCon hosted in Portland in January, 2024.

Opportunity to Feature Program in Big Book ad to drive customers to your stores.



Sampling Support

40x in-store demos conducted by in-store demo provider. All 32 stores with 10 additional Demos in all Southern Oregon Stores. Total investment: **\$12,000**.

Additional opportunity 20 in-store demos conducted by ACA Cider staff for Top Performing ACA stores in Q3.

1



Reason to Believe

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- Dry ciders made from cidemaker tears growing 15% in the NW!
- ACA Dry Cider is currently the #7 Selling Single Serve Cider in Safeway Albertsons Portland.

2



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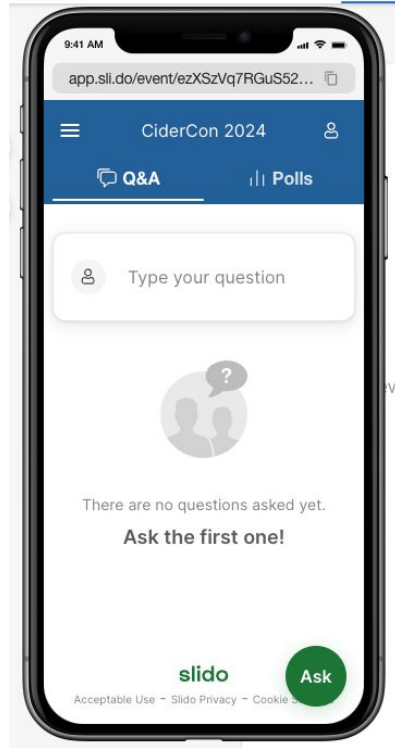
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THANK YOU FOR YOUR CONSIDERATION

Q&A



Slide Deck

