

CONFERENCE WIFI

Network: CiderCon
Password: PetersonFarms

CIDERCON®

EVENT APP

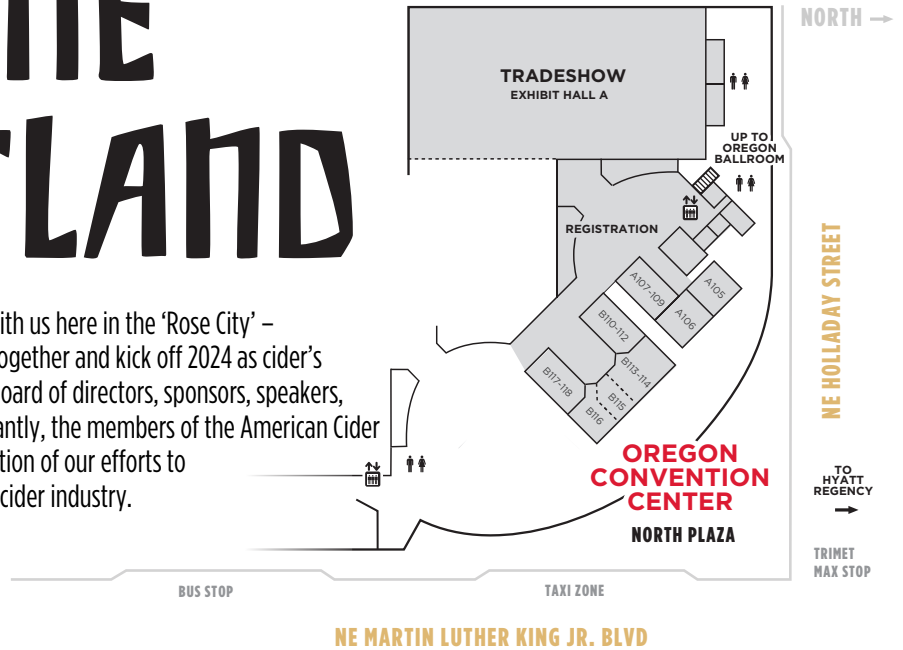
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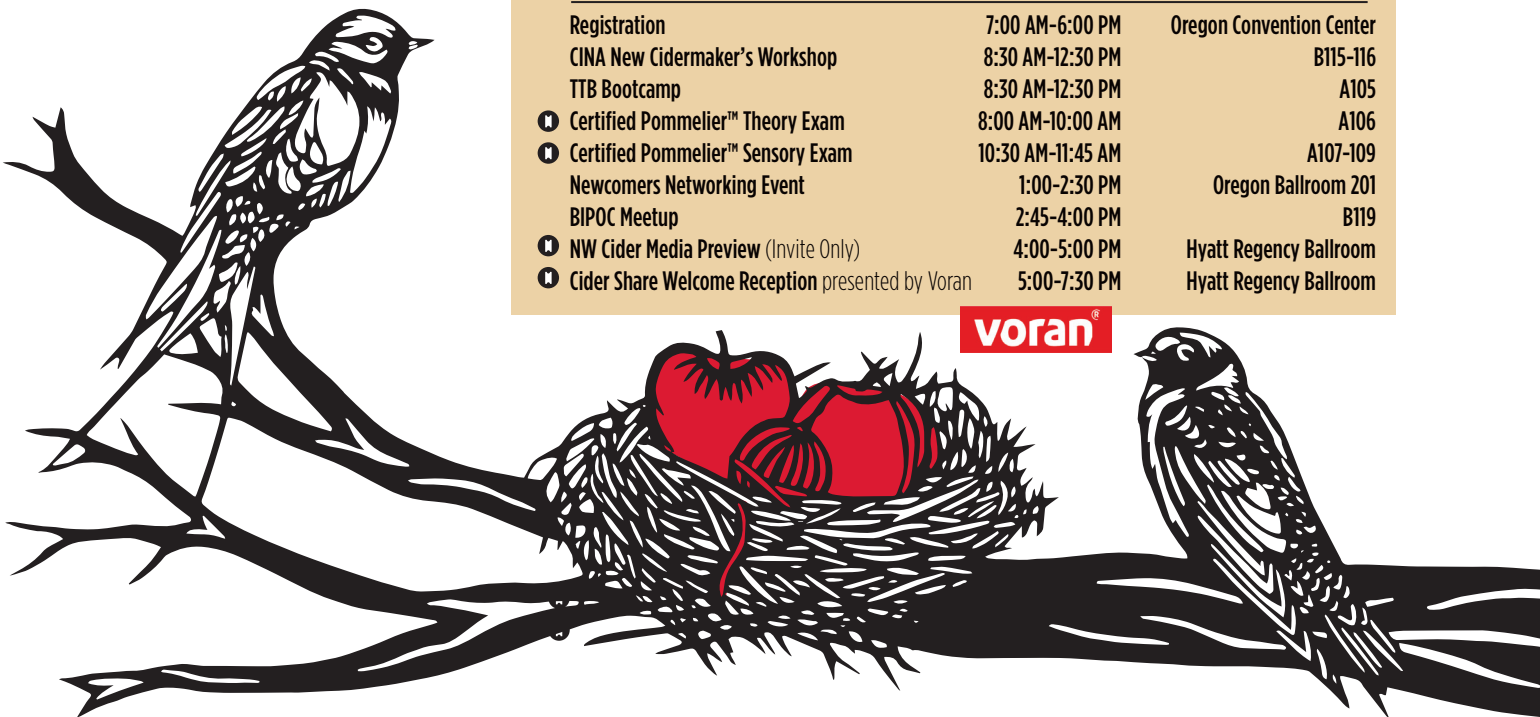
WELCOME to PORTLAND

Welcome, cider friends! We are thrilled to have you with us here in the 'Rose City' – beautiful Portland, Oregon. This week let's celebrate together and kick off 2024 as cider's best year yet! We are grateful for the support of our board of directors, sponsors, speakers, partners, volunteers, and vendors – and most importantly, the members of the American Cider Association, whose involvement ensures the continuation of our efforts to strengthen and protect a sustainable and growing US cider industry. Cheers to CiderCon® 2024!



WEDNESDAY, JANUARY 17 AT A GLANCE

EVENT	TIME	LOCATION
Registration	7:00 AM-6:00 PM	Oregon Convention Center
CINA New Cidermaker's Workshop	8:30 AM-12:30 PM	B115-116
TTB Bootcamp	8:30 AM-12:30 PM	A105
📍 Certified Pommelier™ Theory Exam	8:00 AM-10:00 AM	A106
📍 Certified Pommelier™ Sensory Exam	10:30 AM-11:45 AM	A107-109
Newcomers Networking Event	1:00-2:30 PM	Oregon Ballroom 201
BIPOC Meetup	2:45-4:00 PM	B119
📍 NW Cider Media Preview (Invite Only)	4:00-5:00 PM	Hyatt Regency Ballroom
📍 Cider Share Welcome Reception presented by Voran	5:00-7:30 PM	Hyatt Regency Ballroom



THURSDAY

JANUARY 18

CIDERCON®

REGISTRATION DESK: 8 AM – 6 PM

TRADESHOW OPEN: 9:30 AM – 6 PM

-----SESSION TITLES HAVE BEEN ABBREVIATED TO FIT THE PROGRAM-- SEE APP FOR FULL TITLES-----

8:00

8:30

Opening Remarks and Keynote Speakers
OREGON BALLROOM

9:00

9:30

Visit the Tradeshow
EXHIBIT HALL A

PRESENTED BY  **FruitSmart™**
Solutions. Naturally.

10:00

10:30

Breaking Boundaries: Cider Hybrids
C. HARDIE, R. BURK, J. SJOSTEDT, T. OLIVER, K. CHERY, T. AHMED
B110-112

An Introduction to Low ABV Cider
D. TAKUSH, E. CAVALLI, C. WALTER, S. KATZMA, J. BERARDINO
B113-114

Growing your Cider Brand
ISAAC ARTHUR, CODY FAGUE
B117-118

Cider Category Performance Review
NIQ, CGA & 3 TIER BEVERAGES
A105

Apple Sourcing: Working with Growers
S. SELIN, C. BRAAM, A. BYERS, R. KIYOKAWA, & D. GLAIZE
B116

Growing your DTC Cider Sales through e-Commerce
ZACH KAMPHUIS
B115

The Urgency of Employee Retention
NICK POINDEXTER
A107-109

11:00

11:30

12:00

Lunch and Awards
OREGON BALLROOM

LUNCH SPONSORED BY  **Winemakers**
Depot

12:30

1:00

Visit the Tradeshow
EXHIBIT HALL A

PRESENTED BY  **FruitSmart™**
Solutions. Naturally.

1:30

2:00

Efficient Hiring in Maintenance Operations
FELIX MADRID, LOUANNE CASARES
A107-109

Yeast Inoculation and Fermentation Kinetics, Chemical and Aroma Compounds
JOCELYN KUZELKA
B113-114

Connecting with Consumers Beyond Cider
B. DEMMON, M. TANAKA, C. BRAAM, S. SHERRER, M. SWIHART
B117-118

How to Stay Small
DARLENE HAYES, ELLEN CAVALLI, ABAM GOLDMAN-ARMSTRONG, ROBBY HONDA
B116

Radical Sustainability in the Orchard
CHRISTINE WALTER (MODERATOR), MIMI CASTEEL, MICHAEL BILTONEN, GREG JONES
B115

The Fruits and Flavours of International Perry
A. WELLS, A. JOHNSON, L. CHERRY, N. WSZELAKI & T. OLIVER
B110-112

Advanced Bottle Bill and FDA Label Compliance for Cider
MIKE O'GORMAN
A105

2:30

3:00

Visit the Tradeshow
EXHIBIT HALL A

3:30

Apples 101: How to Identify an Apple
JOHN BUNKER
B115

Nordic Approaches to Cidermaking
MODERATED BY GABE COOK WITH SPECIAL GUESTS FROM NORWAY & SWEDEN
B113-114

Utilizing Data to Get Consumers to Pick Cider
JENNY ZEGLER
B117-118

What To Do When Things Go Wrong
S. TRUSSLER (MODERATOR), N. GUNN, K. BASSINGTHWAIGHTE, M. FASCHOWAY
B116

The Burden of Burnout
KATIE MUGGLI
B110-112

Pitching Your Cider Brand to Chains
JULIE RHODES, BENJAMIN WILLIAMS & DANA ELLIOTT
A105

4:00

4:30

5:00

Tradeshow Happy Hour
EXHIBIT HALL A

PRESENTED BY  **HART**
Print

5:30

6:00

6:30

FRIDAY JANUARY 19

CIDERCON®

REGISTRATION DESK: 8 AM – 12:30 PM
TRADESHOW OPEN: 9 AM – 12:30 PM
POSTER PRESENTATIONS: 9 AM

8:00

8:30

SESSION-TITLES HAVE BEEN ABBREVIATED TO FIT THE PROGRAM--SEE APP FOR FULL-TITLES

9:00

9:30

Visit the Tradeshow / Poster Presentations
EXHIBIT HALL A

CiderPros.com
Jobseekers
Networking
TRADESHOW BOOTH 900

Scion Exchange
& Orchard
Meet Up
OREGON BALLROOM

10:00

10:30

11:00

**Apple-Stone Fruit
Co-ferments**
D. PUCCI (MODERATOR),
A. CHINCHIOLO,
M. SANFORD, J.
FORBES, A. FIELDS
B110-112

**The Ancestral
Method:**
NICOLE LEIBON
(MODERATOR),
YANN GILLES, DAVE CARR
LEVI DANIELSON
B113-114

**Fundamentals of
Building a
Cider Brand**
BREANNE HUESS
B115

**Leveraging Diverse
Teams to Improve
the Bottom Line**
DR. J
B117-118

**Biodynamic
Orcharding
Workshop**
MIKE BILTONEN
B116

**Inter-Category
Behavior by
Consumers**
CHRISTIAN MILLER
A105

**Moving the
Needle with
Independent
Retailers**
MODERATED BY KATE
BERNOT
A106

11:30

12:00

**Evaluating Ciders
for the Certified
Pommelier Exam**
D. HAYES & T. POWERS
A107-109

Visit the Tradeshow
EXHIBIT HALL A

PRESENTED BY  **FruitSmart™**
Solutions. Naturally.

12:30

1:00

Lunch / ACA Board Election Results
OREGON BALLROOM

LUNCH SPONSORED BY  **JENREY**
— LTD —
BEVERAGE SOLUTIONS

1:30

2:00

2:30

3:00

**Foraged
Fruit Project**
S. RAMSEY, DR. G.
PECK, M. KENNEDY,
S. SELIN, K. HAMBLIN,
S. SMALL
A107-109

**European Cider
Regions**
A. GOLDMAN-ARMSTRONG
(MODERATOR), D. HAYES,
G. COOK, Y. GILLES,
E. VASCOT
A106

**Selling to the Cider
Curious in the PNW**
JANA DAISY-ENSIGN,
JESSICA GUTIERREZ,
AND AMY WOOD
A105

**Making Stable Cider
Without Sulfur
Dioxide**
DR. NICHOLA HALL
B117-118

**Using Design and
Data to Boost Cider
Sales**
SHANNON
HILLER-WEBB
B116

**Sustainability in
Cider Production
and Packaging**
COLIN SCHILLING,
NICOLE TODD,
DAVID RACINO
B115

3:30

4:00

4:30

**Apples 102: How to
Phenotypically
Describe an Apple**
JOHN BUNKER
B115

**Using Amphora and
Terracotta Vessels**
C. WALTER
(MODERATOR),
D. RINKE, A. BECKHAM,
K. SELBEE
B110-112

**The Pasteurization
Primer**
AARON HOMOYA AND
JOSEPH KILBOURN
B113-114

**Improving the
Efficiency of Your
Sales Team**
JULIE RHODES
B117-118

**How to Provide
Value to Your Chain
Retail Partners**
E. PHILLIPS (MODERATOR),
K. NOTZ, T. AROSEMENA,
C. VARNER, J. RAY
B116

**TTB Formulas
Deep-Dive**
TTB
A105

**Employee Retention
Credit & IRS
Warnings**
TINA AZARVAND
A107-109

SESSION LEGEND

- Doing Business Better
- Making Amazing Cider CIDER PRODUCTION TRACK SPONSORED BY CINA
- Selling More Cider
- Growing Bountiful Apples
- Exploring Cider's Flavor & Terroir
- Ticket Required



AMERICAN
CIDER
ASSOCIATION

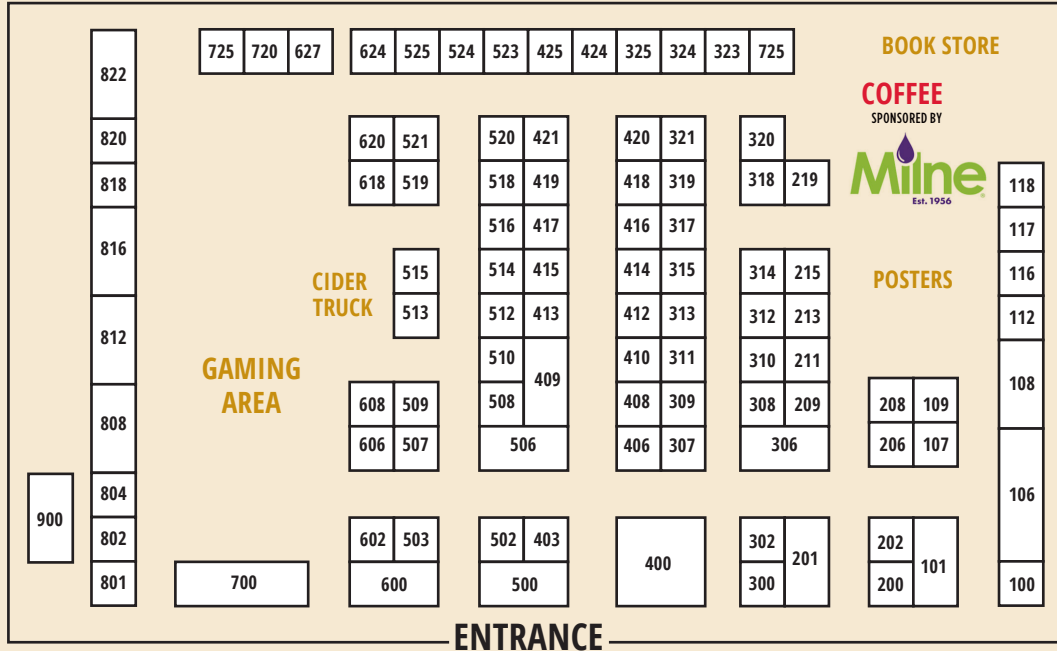
VENDORS; SESSIONS & SPEAKERS ARE SUBJECT TO CHANGE

TRADESHOW MAP



EXHIBIT HALL A, LOWER LEVEL

PRESENTED BY *FruitSmart*
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VENDOR COMPANY NAME	BOOTH
33 Books Co.	413
3 Tier	116
ACA	Bookstore
AEB Brewing	202
Alfa Laval	317
American Canning	416
American Canning	416
American Keg	206
Amoretti	725
Apex Flavors, Inc.	508
Argent Tape & Label	321
Arryved	512
Atlas Lables	519
Bee Seasonal	319
Boelter Beverage	323
Brewery Branding	310
Cascade Floors	818
Cascade Stainless	514
CFT Packaging	213
CINA	106
Codi Manufacturing	627
Commerce7	524
ControlTec	109
Cornerstone Stainless	420
Craft Canning	312
Craft Master Stainless	117
Criveller	408
Cultivar	415
Custom Label	417
Della Toffola	306
Ekos	726
Enartis	314
Fermentis	307
Five Star Chemicals	412

VENDOR COMPANY NAME	BOOTH
Flextank (Smak)	300
FruitSmart	500
G & D Chillers	406
G4 Kegs	520
GEA Group	624
Goodnature	201
Gusmer	515
Hart Print	608
Hoptown Handles	516
Hoptown/SeaThirst Creative	518
InkBus	822
Jenrey	600
Juicing Systems	816
King Orchards	620
Kiril-Mischeff	318
LaGrotta Packaging	112
Lotus Beverage Alliance	700
MCA	612
Microbottler with DK Advanced Tech	403
Midwest Barrel Co	804
Milne	808
More Wine Pro	409
Murphy & Son	324
Neil Jones Food Company	410
NEPA	215
North Star Leasing	523
Northwest Naturals	521
Northwestern Extract	421
Oktober Design	308
OneVision	208
Orchard Valley Supply	309
Oregon Fruit	320
PacTech	118
Palmer Beverage	200

VENDOR COMPANY NAME	BOOTH
Petainer	502
Peterson Farms	507
Pink Boots	418
Premier Wine Cask	509
Pro Engineering	513
Prospero	606
PSA	313
Ripley Stainless	425
Roberts Polypro	100
Scott Labs	506
Steel City Tap	315
Stern Pinball	812
Strategic Tax Planning	419
Tank Temp	107
Tanks for Wine	820
Taphandles	503
TCR Industries	423
The Cider Social	414
Tilt Hydrometer	525
TTB	108
UBC Group USA	802
United Bottles	602
Univar	801
Vance Metal	618
Vincit Group	209
VinoShipper	424
W.T. Nickell Label Company	101
Weber Flavors	311
White Labs	510
Wild Goose Filling	302
Winemakers Depot	400
Wright Packaging	325
Yeast Labs	219



Bring home the hardware!

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