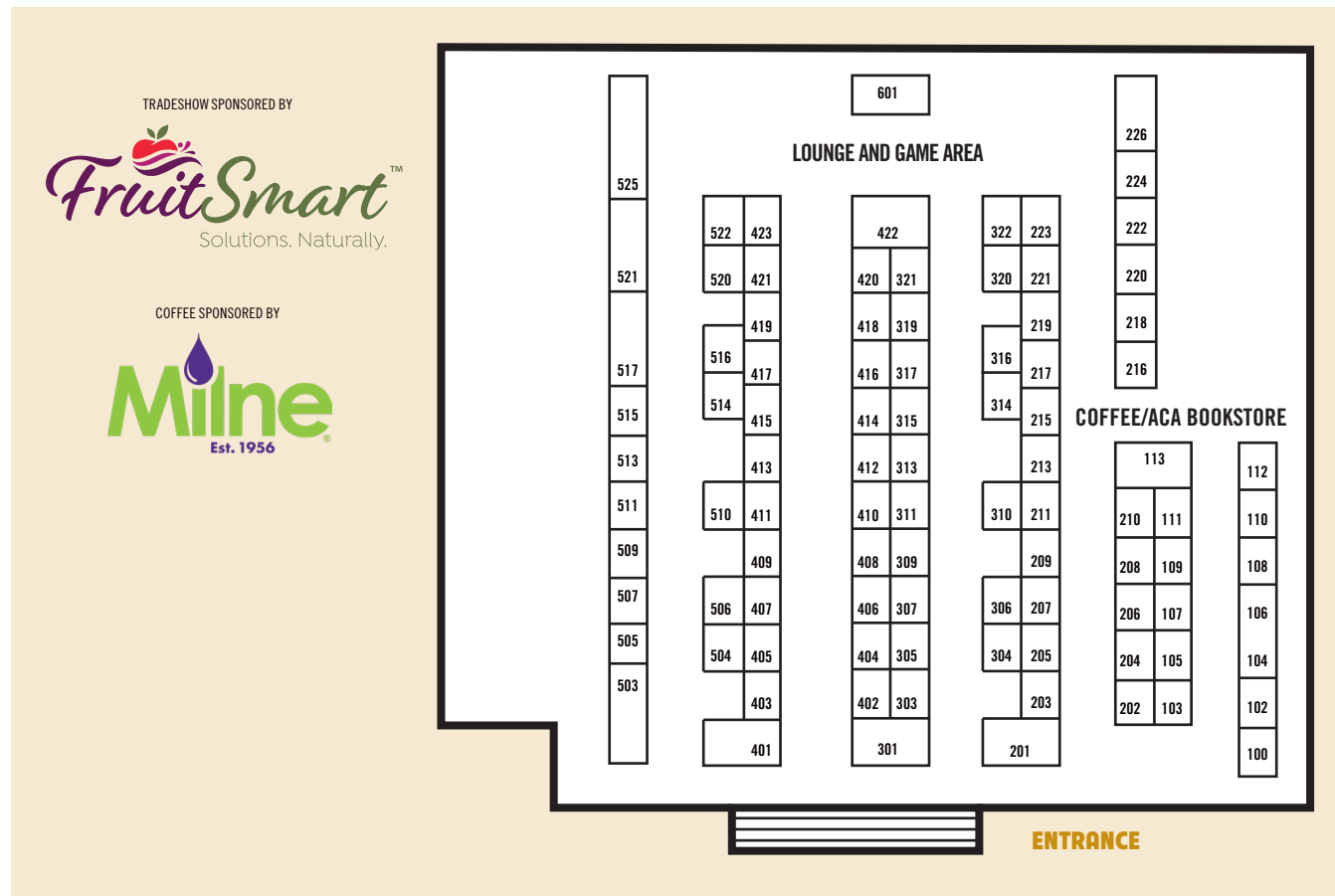


TRADESHOW MAP

SALON A, LOWER LEVEL



VENDOR COMPANY NAME	BOOTH	VENDOR COMPANY NAME	BOOTH	VENDOR COMPANY NAME	BOOTH
3 Tier	102	Flottweg	418	Orchard Valley Supply	416
33 Books	412	Foeder Crafters of America	112	Palmer Beverage	100
Abbott Rubber	410	FruitSmart	301	Petainer	202
"AFTEK, Inc."	224	G & D Chillers	404	Peterson Farms	407
Alpha Brewing Operations	509	G4 Kegs	408	Pomme Pride	111
American Canning	319	Gamer Packaging	313	Precision Fermentation	504
American Cider Association	113	GEA Group	216	Premier Wine Cask	321
American Keg	205	Goodnature	311	Pro Engineering	405
Amoretti	310	Gusmer	303	Pro Refrigeration	510
Apex Flavors	307	Harvest Hosts	208	Prospero	521
Argent Tape & Label	505	Hauser Packaging	213	Saxco	423
Arryved	204	Hillebrand	206	Schaefer Container Systems	221
ARTon	322	Hoptown Handles	306	Scott Labs	503
Atlas Labels	402	Iron Heart Canning	103	Sovereign Flavors	513
BrewMovers	219	Jenrey	226	Steel City Tap Co.	522
BSG Craft	411	Juicing Systems	601	Stout Tanks	511
CanCraft	515	King Orchards	316	Tanks for Wine	309
CanSource	222	Kiril Mischeff Ltd.	506	Taphandles	211
CFT Packaging	218	Laffort	320	Thermo Fisher	419
CINA	516	Maltwerks	220	Tilt Hydrometer	520
Codi Manufacturing	203	Melio	106	TTB	517
Commerce7	217	Michigan Cider Association	422	Twin Monkeys	507
Cornerstone Stainless	315	Microbotter with DK Advanced Technologies	223	Univar Solutions	105
Criveller	304	Milne	525	Vance Metal	420
d'Marie Inc.	317	NEPA Carton & Carrier	110	Vino Shipper	514
Della Toffola	201	North Star Leasing	414	Virginia Tech	109
Ekos	305	Northeast Barrel Co.	207	Voran	401
Enartis	406	Northwest Naturals	415	White Labs	209
Enereau	108	Northwestern Extract	421	Wild Goose Filling	314
Fermentis	413	Not Your Hobby Marketing Solutions	210	Winemakers Depot	403
Flextank	409	OneVision Corporation	215		

WIFI INFORMATION

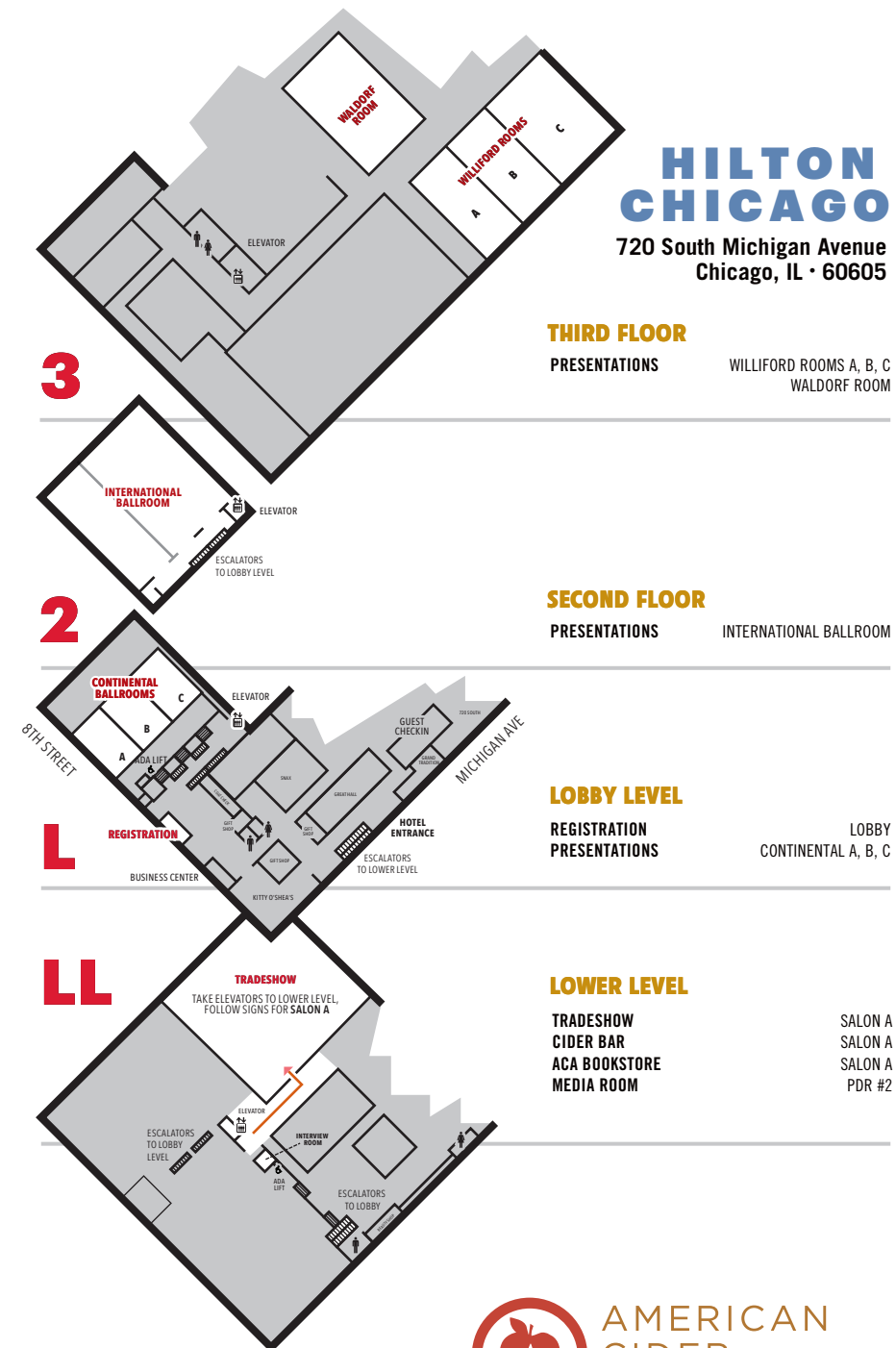
Network:Hilton Chicago Meeting
 Password:petersonfarms



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WELCOME TO CHICAGO



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WEDNESDAY, FEB. 1 at a glance

EVENT	TIME
Registration <i>Lobby Level</i>	7 AM-6:00 PM
TTB Bootcamp <i>Int'l Ballroom North</i>	8:00 AM-12:00 PM
1 Taproom Success <i>Continental A</i>	8:00 AM-12:00 PM
2 Certified Pommelier™ Theory Exam <i>Continental B</i>	8:15 AM-10:30 AM
3 Certified Pommelier™ Sensory Exam <i>Continental C</i>	10:35 AM-12:15 AM
CiderCon for Newbies <i>Int'l Ballroom North</i>	1:00-2:30 PM
BIPOC Meetup <i>Conrad Suite</i>	3:00-4:00 PM
4 Cider Share <i>Int'l Ballroom South</i>	5:00-7:30 PM
Pomme Pride Meetup <i>Conrad Suite</i>	8:00-9:30 PM

CIDER SHARE SPONSORED BY



HEALTH REMINDERS

- If you experience symptoms (congestion, cough, etc.), do NOT attend CiderCon events, even if masked. Seek medical advice.
- Wash hands frequently.
- Avoid sharing glassware.



THURSDAY
FEBRUARY 2



REGISTRATION DESK: 8 AM – 6 PM
TRADESHOW OPEN: 9:30 AM – 6:00 PM

8:00	ACA Opening Address and Keynote, "Cider's Opportunity in a Plant-Curious Market" SUNNY GANDARA INTERNATIONAL BALLROOM					
9:00	Visit the Tradeshow SALON A					
9:30	Visit the Tradeshow SALON A					
10:00	Visit the Tradeshow SALON A					
10:30	Increasing Retail Sales with Strategic KPI's JULIE RHODES WALDORF	Insights from the 13th Annual Direct-to-Consumer Wine Shipping Report ALEX KORAL CONTINENTAL A	Win at the Cider Club Game EMILY BECKER, JANA DAISY-ENSGIN CONTINENTAL B	A Proposal for a Systematic Approach to Tasting Cider RICHIE BRADY CONTINENTAL C	The Science Behind Spontaneous Fermentation HUGUES GUICHARD WILLIFORD AB ROOM SPONSORED BY ThermoFisher SCIENTIFIC	Establishing a QA/QC Program CORTNI STAHL, YANN FAY WILLIFORD C
11:00	LUNCH SPONSORED BY JENREY LTD BEVERAGE SOLUTIONS					
11:30	LUNCH SPONSORED BY JENREY LTD BEVERAGE SOLUTIONS					
12:00	Lunch / ACA, CINA and MCA Awards INTERNATIONAL BALLROOM					
12:30	Visit the Tradeshow SALON A					
1:00	Visit the Tradeshow SALON A					Author Signing CLAUDE JOLICOEUR BOOKSTORE
1:30	Visit the Tradeshow SALON A					
2:00	Making Your Mark: Innovative Brand Management & Trademark Strategies MALAIKA TYSON, DORIEAN CLARK WALDORF	Alcohol Beverages and Cider, 2023 and Beyond LESTER JONES CONTINENTAL A	Getting to the Core of Flavor in American Ciders VIRGINIA TECH CONTINENTAL B	The Impacts of Drought on Apple Production ELIZABETH GAROFALO CONTINENTAL C	Tackling Microbial Spoilage During Aging JOCELYN KUZELKA, ANDY HANNAS WILLIFORD AB	Fostering the Aromatic Expression of Your Ciders YANN GILLES WILLIFORD C
2:30	Visit the Tradeshow SALON A					
3:00	Visit the Tradeshow SALON A					
3:30	Retaining Great Talent: Inclusive and Equitable Practices to Reduce Turnover, Improve Engagement, and Avoid Disasters DR. J. NIKOL JACKSON-BECKHAM WALDORF	More than a Beverage: Cider Category Performance 3 TIER & CGA CONTINENTAL A	Is SO ₂ Necessary? TEGAN BIJUN, TOM OLIVER, DAVE TAKUSH, MODERATED BY TIM GODFREY CONTINENTAL B	Food Safety for Hard Cider: FDA Regulations and Exemptions DAVID WHITMAN, FDA CONTINENTAL C	A Guide to Cider Carbonation Methods CHRIS GERLING, SOHAM BHATT, STEVE DIFRANCESCO WILLIFORD AB	Cider's Taste of Place: Trialing Apple Varieties and Regions in NY State GLYNWOOD CENTER WILLIFORD C
4:00	TRADESHOW SPONSORED BY FruitSmart Solutions. Naturally.					
4:30	Tradeshow and Happy Hour SALON A					
5:00	Tradeshow and Happy Hour SALON A					
5:30	Tradeshow and Happy Hour SALON A					
6:00	Tradeshow and Happy Hour SALON A					

VENDORS, SESSIONS AND SPEAKERS ARE SUBJECT TO CHANGE

FRIDAY
FEBRUARY 3



REGISTRATION DESK: 8 AM – 1 PM
TRADESHOW OPEN: 9 AM – 2 PM

8:00	Visit the Tradeshow SALON A					
9:00	Visit the Tradeshow SALON A					Scion Exchange/ Orchardring Meetup WILLIFORD C
9:30	Visit the Tradeshow SALON A					
10:00	Traditional Perries CLAUDE JOLICOEUR WALDORF	Creating Win-Win Relationships with Chain Retailers MARY GUIVER, JULIE RHODES, MARC VENEGRONI, BUMP WILLIAMS CONTINENTAL A	Beginner's Guide to TTB Forms TTB CONTINENTAL B	Succession Planning for Small to Mid-sized Cideries and Orchards CLAY SLAUGHTER CONTINENTAL C	Funk, Fault, or Phenolic Compound? STEVE TRUSSLER, GABE COOK, MOLLY BROWNING WILLIFORD AB	The 4 Components of Flavor: Orchardring for High Flavor Fruit STINA BOOTH WILLIFORD C
10:30	LUNCH SPONSORED BY JENREY LTD BEVERAGE SOLUTIONS					
11:00	LUNCH SPONSORED BY JENREY LTD BEVERAGE SOLUTIONS					
11:30	Lunch / ACA Board Election Results INTERNATIONAL BALLROOM					
12:00	Lunch / ACA Board Election Results INTERNATIONAL BALLROOM					
12:30	Visit the Tradeshow SALON A					
1:00	Visit the Tradeshow SALON A					FDA Office Hours SALON A, BOOTH 113
1:30	Visit the Tradeshow SALON A					Evaluating Ciders for the Certified Pommelier Exam DARLENE HAYES, TIM GODFREY WILLIFORD C
2:00	Wine Strategies for Creating Cider Country: Oregon and Virginia A. BOYD, A. SHELTON, E. RITCHIE, M. MCLAUGHLIN WALDORF	The Cider-Only Consumer No Longer Exists BRYAN ROTH CONTINENTAL A	From the Ground-Up: Opportunities for Mechanical Apple Harvesting GREG PECK, JOE GAYNOR CONTINENTAL B	Tackling Taprooms KATIE BLACK & MEGAN MACLEAN CONTINENTAL C	To Blend or Not to Blend: Varietal Characteristics and Blending Techniques NICOLE LEIBON, RYAN BURK, CHRISTINE WALTER WILLIFORD AB	Building Sales SOPs for Your Distribution Partners JULIE RHODES WILLIFORD C
2:30	Visit the Tradeshow SALON A					
3:00	Visit the Tradeshow SALON A					
3:30	Visit the Tradeshow SALON A					
4:00	Implications of Category Management at Retail on Cider Sales BROCK YENGLIN CONTINENTAL A		Equipment Decisions When Scaling Up Production JOE GAYNOR, NICK GUNN, HANNAH FERGUSON, DAN YOUNG CONTINENTAL B	FDA Labeling and Nutritional Requirements DAVID WHITMAN, FDA CONTINENTAL C	Pét-Nats for the People: Lessons from Winemakers CHRISTINE WALTER, BRENT BRAUN, LUKE WYLDE WILLIFORD AB	The History, Pomage, and Terroir of NY State's Cider RIA WINDCALLER, ELIZABETH RYAN, DAN PUCCI, GREG PECK WILLIFORD C
4:30	Visit the Tradeshow SALON A					
5:00	Happy Hour / Closing Toast 720 SOUTH BAR & GRILL					
5:30	Happy Hour / Closing Toast 720 SOUTH BAR & GRILL					
6:00	Happy Hour / Closing Toast 720 SOUTH BAR & GRILL					

SESSION LEGEND

- BETTER BUSINESS
- CIDER PRODUCTION
- BRANDING, MARKETING & SALES
- ORCHARDING
- APPLES, FLAVOR & TERROIR
- TICKET REQUIRED

CIDER PRODUCTION TRACK SPONSORED BY CINA

