

# VIRGINIA IS FOR CIDER LOVERS™

We've produced this draft schedule to help you with your CiderCon® 2022 planning! Please note:

- More sessions are being added each week
- Session times may change
- Some sessions require separate registration
- Following our health and safety guidelines is required to participate



## Official CiderCon® Events At A Glance

### **Monday, January 31, 2022**

- Overnight Tour Departure

### **Tuesday, February 1, 2022**

- Additional Tours

### **Wednesday, February 2, 2022**

- Certified Pommelier™ Exam
- An Intro to Holistic Orchardng for Novice Growers
- TTB Bootcamp
- Cider Share Salon A - 4:00pm
- Cider Share Salon B - 6:00pm

### **Thursday, February 3, 2022**

- Opening and Keynote Address - 9:00am
- Trade Show Opens 10:00am
- Educational Sessions Begin - 10:30am

### **Friday, February 4, 2022**

- Trade Show Open - 9:00am
- Educational Sessions Begin - 9:00am
- Richmond Meetups - 4:30pm

DRAFT SCHEDULE  
SUBJECT TO CHANGE

CIDERCON 2022 - RICHMOND, VA - WEDNESDAY FEB 2

|          |   |              |
|----------|---|--------------|
| 9:00 AM  |   |              |
| 9:15 AM  |   |              |
| 9:30 AM  |   |              |
| 9:45 AM  |   |              |
| 10:00 AM |   |              |
| 10:15 AM | Certified Pommelier Exam<br>(Registration Required)   | TTB Bootcamp |
| 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 | An Intro to Holistic Orchardling<br>for Novice Growers with Mike<br>Biltonen (A ticketed event) |              |
| 12:45 PM |   |              |
| 1:00 PM  |   |              |
| 1:15 PM  |   |              |
| 1:30 PM  |   |              |
| 1:45 PM  |   |              |
| 2:00 PM  |   |              |
| 2:15 PM  |   |              |
| 2:30 PM  |   |              |
| 2:45 PM  |   |              |
| 3:00 PM  |   |              |
| 3:15 PM  |   |              |
| 3:30 PM  |   |              |
| 3:45 PM  |   |              |
| 4:00 PM  | CIDER SHARE: Salon A (Ticketed Event)   |              |
| 4:15 PM  |   |              |
| 4:30 PM  |   |              |
| 4:45 PM  |   |              |
| 5:00 PM  |   |              |
| 5:15 PM  |   |              |
| 5:30 PM  |   |              |
| 5:45 PM  |   |              |
| 6:00 PM  | CIDER SHARE: Salon B (Ticketed Event)   |              |
| 6:15 PM  |   |              |
| 6:30 PM  |   |              |
| 6:45 PM  |   |              |
| 7:00 PM  |   |              |



Wednesday's events  
will take place at the  
Richmond Marriott.



DRAFT SCHEDULE  
SUBJECT TO CHANGE

|          |  |  |  |  |  |  |  |  |  |
|----------|--|--|--|--|--|--|--|--|--|
|          | CIDERCON 2022 - RICHMOND, VA - THURSDAY FEB 3                |  |  |  |  |  |  |  |  |
| 9:00 AM  | Keynote and Opening Session 9-10                             |  |  |  |  |  |  |  |  |
| 9:15 AM  |  |  |  |  |  |  |  |  |  |
| 9:30 AM  |  |  |  |  |  |  |  |  |  |
| 9:45 AM  |  |  |  |  |  |  |  |  |  |
| 10:00 AM | TRADE SHOW   |  |  |  |  |  |  |  |  |
| 10:15 AM |  |  |  |  |  |  |  |  |  |
| 10:30 AM | Fruited Ciders: Beyond the Apple 🍷                           | Low-ABV Cider Cocktails with a side of History (Temporary Title) 🍷 | Distribution Management for Beginners                                    | Is Your Board Bored? Leadership Strategies to Engage Your Top Advisors | Advanced IPM for Holistic Tree Fruit Growers                       |  |  |  |  |
| 10:45 AM |  |  |  |  |  |  |  |  |  |
| 11:00 AM |  |  |  |  |  |  |  |  |  |
| 11:15 AM |  |  |  |  |  |  |  |  |  |
| 11:30 AM | LUNCH  |  |  |  |  |  |  |  |  |
| 11:45 AM |  |  |  |  |  |  |  |  |  |
| 12:00 PM |  |  |  |  |  |  |  |  |  |
| 12:15 PM |  |  |  |  |  |  |  |  |  |
| 12:30 PM | TRADE SHOW   |  |  |  |  |  |  |  |  |
| 12:45 PM |  |  |  |  |  |  |  |  |  |
| 1:00 PM  |  |  |  |  |  |  |  |  |  |
| 1:15 PM  |  |  |  |  |  |  |  |  |  |
| 1:30 PM  | Creating Consumer Excitement with Food Pairing Suggestions 🍷 | Hunting for Spoilage Microbes                                      | Working From Inside Out: Pipeline Development and Recruitment Strategies | Packaging and Branding Trends for Increased Sales                      | Toward Sustainable Cider: Lessons from the Craft Beverage Industry |  |  |  |  |
| 1:45 PM  |  |  |  |  |  |  |  |  |  |
| 2:00 PM  |  |  |  |  |  |  |  |  |  |
| 2:15 PM  |  |  |  |  |  |  |  |  |  |
| 2:30 PM  | TRADE SHOW and MEET UPS                                      |  |  |  |  |  |  |  |  |
| 2:45 PM  |  |  |  |  |  |  |  |  |  |
| 3:00 PM  |  |  |  |  |  |  |  |  |  |
| 3:15 PM  |  |  |  |  |  |  |  |  |  |
| 3:30 PM  | Yeast-Derived Characteristics and Hands-On Blending 🍷        | Tasting and Terroir of True Crabs Non-Malus Domestica Apples 🍷     | Distribution Management: Advanced Concepts                               | Cider Packaging and the Production Decisions that Get You There        | How Chemistry Parameters Lead to Style Outcomes                    |  |  |  |  |
| 3:45 PM  |  |  |  |  |  |  |  |  |  |
| 4:00 PM  |  |  |  |  |  |  |  |  |  |
| 4:15 PM  |  |  |  |  |  |  |  |  |  |
| 4:30 PM  | TRADE SHOW & SNACK HOUR                                      |  |  |  |  |  |  |  |  |
| 4:45 PM  |  |  |  |  |  |  |  |  |  |
| 5:00 PM  |  |  |  |  |  |  |  |  |  |
| 5:15 PM  |  |  |  |  |  |  |  |  |  |

Thursday's events will take place at the Greater Richmond Convention Center.



DRAFT SCHEDULE  
SUBJECT TO CHANGE

|          |   |   |   |   |  |
|----------|---|---|---|---|--|
|          | CIDERCON 2022 - RICHMOND, VA - FRIDAY FEB 4                                 |   |   |   |  |
| 9:00 AM  | Grafting Demo   | TRADE SHOW  |   |   |  |
| 9:15 AM  |   |   |   |   |  |
| 9:30 AM  |   |   |   |   |  |
| 9:45 AM  |   |   |   |   |  |
| 10:00 AM |   |   |   |   |  |
| 10:15 AM |   |   |   |   |  |
| 10:30 AM | Southern Cider Apples: A Recipe for Complex Flavor in a Changing Climate" 🍷 | How to Estimate & Use a Simple Price Elasticity                                   | What DtC Cider Shippers Need to Know About Factors Shaping the Market | A Cider Among the Faults (AROMA ONLY 🍷 - TICKETED)        | Ecologically-based Orchard Soil Improvements |
| 10:45 AM |   |   |   |   |  |
| 11:00 AM |   |   |   |   |  |
| 11:15 AM |   |   |   |   |  |
| 11:30 AM | LUNCH   |   |   |   |  |
| 11:45 AM |   |   |   |   |  |
| 12:00 PM |   |   |   |   |  |
| 12:15 PM |   |   |   |   |  |
| 12:30 PM | TRADE SHOW  |   |   |   |  |
| 12:45 PM |   |   |   |   |  |
| 1:00 PM  |   |   |   |   |  |
| 1:15 PM  |   |   |   |   |  |
| 1:30 PM  |   |   |   |   |  |
| 1:45 PM  |   |   |   |   |  |
| 2:00 PM  | The Magic of Subscription Sales: A Tale of Two Wine Clubs                   | Dietary & Nutrition Labeling Compliance for Over and Under 7%                     | Introductory Palate Training 🍷  | Best Practices for Producing Ciders with Residual Sugar 🍷 | Omnichannel Marketing                        |
| 2:15 PM  |   |   |   |   |  |
| 2:30 PM  |   |   |   |   |  |
| 2:45 PM  |   |   |   |   |  |
| 3:00 PM  |   |   |   |   |  |
| 3:15 PM  |   |   |   |   |  |
| 3:30 PM  | Social Media Advertising 101: How to Get Started With FB & IG Ads           | Wild, Clean & Free: Harnessing the Beauty of Wild-Fermenting, Without the Flaws 🍷 | Barrel Programs: A Wine Perspective for Cider                         | Structure Your Cider Business for Scale                   | E-Commerce                                   |
| 3:45 PM  |   |   |   |   |  |
| 4:00 PM  |   |   |   |   |  |
| 4:15 PM  |   |   |   |   |  |
| 4:30 PM  |   |   |   |   |  |
| 4:45 PM  |   |   |   |   |  |
| 5:00 PM  | RICHMOND MEETUPS  |   |   |   |  |
| 5:15 PM  |   |   |   |   |  |
| 5:30 PM  |   |   |   |   |  |
| 5:45 PM  |   |   |   |   |  |
| 6:00 PM  |   |   |   |   |  |

Friday's events will take place at the Greater Richmond Convention Center.