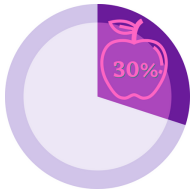


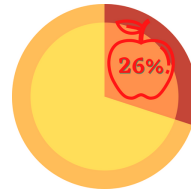
# HARVEST DRIVEN CIDER

Harvest driven cider is cider or perry that is primarily produced once a year from fruit that is picked and pressed close to their seasonally peak ripeness.

## HARVEST DRIVEN CIDER IS GROWING

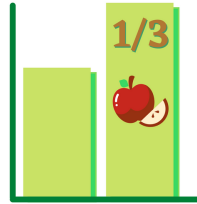


The median growth rate for harvest driven cider production from 2020 to 2021 was 30%



The average growth rate for harvest driven cider production from 2020 to 2021 was 26%

The harvest driven cider segment share grew by 1/3 from 2020 to 2021 from 1.8% to 2.3% of the US domestic cider market.



While there are a wide variety of prices for harvest driven cider the median price is \$175.00 per case equivalent.



## HOW HARVEST DRIVEN CIDER IS SOLD



98%

Almost all, 98%, of harvest driven cider producers are selling their ciders in bottles.

75% of producers sell their harvest driven ciders on draft in tasting rooms and tap rooms.



75%



18%

Only 18% of harvest driven cider producers are canning their ciders for sale.

## WHERE HARVEST DRIVEN CIDER IS SOLD



58%

58% of harvest driven ciders are sold direct to consumers.

32% of harvest driven ciders are sold for onsite consumption by consumers.



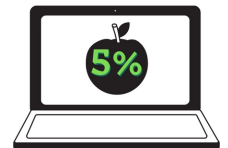
32%



21%

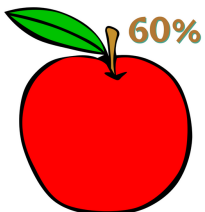
21% of harvest driven ciders are sold onsite for consumers to take to-go.

5% of harvest driven cider sales occur through online sales channels.



5%

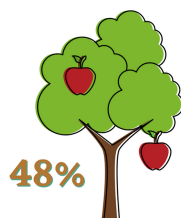
## APPLES USED FOR HARVEST DRIVEN CIDER



60%

60% of harvest driven ciders are made using tannic or heirloom apples that cost more than \$15 per bushel.

48% of harvest driven ciders are produced with some or all of the fruit being grown by the harvest driven cider producers.



48%

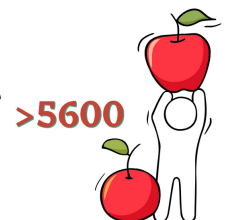
## CIDER CLUBS



53%

53% of harvest driven cider producers have cider clubs.

These cider clubs currently have more than 5600 members.



>5600