



# THE CIDER GUIDER

BROUGHT TO YOU BY  
MICHAEL & PAUL SCOTTO

## Hard apple cider is

an alcoholic beverage made by fermenting apple juice, similar to the way wine is made by fermenting grapes. It is the fastest growing adult beverage in the United States and appeals to a wide range of consumers, especially craft beer and wine enthusiasts and a growing number of adults who prefer gluten free foods. Hard ciders usually contain less than 10% alcohol and are available in a wide range of flavors, styles and taste profiles and can also be made from other fruits including pears.

## For thousands of years

cider has been an appealing beverage, dating back at least as far as the ancient Romans, Greeks and Egyptians. Today cider remains an extremely popular in the United Kingdom and France; in fact it was the English colonists who brought cider to America. Our founding



forefathers considered cider their “drink of choice,” and historians believe that in colonial days, cider consumption exceeded 32 gallons per capita.<sup>1</sup>

Cider lost its place as a favorite beverage in 1919 with the onset of Prohibition. By 1933 when it was repealed, cider apple orchards had been replaced with other crops and the new transcontinental railroad made Midwestern grain, and therefore beer, a more viable beverage.

<sup>1</sup>Sundale Research November 2013

## Hard apple cider has

re-emerged in America and has grown at an average annual rate of 27.5% since 2007<sup>2</sup>. Craft beer drinkers started the trend when they discovered the artisanal aspect of the finest ciders and their tasty, complex flavor profiles. With the U.S. preference for a diet including fresh apples and apple juice, an average of about 2,000,000 Americans a year reaching legal drinking age and the increasing appeal of gluten free foods, cider's future has never been brighter.

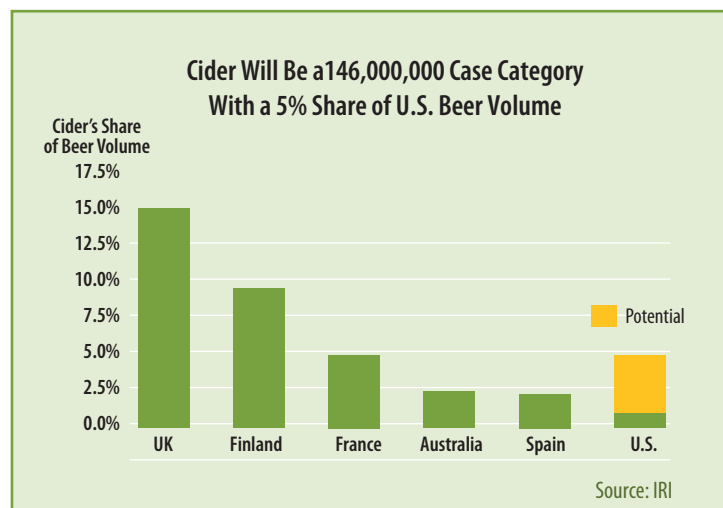
## Cider apples are used

to help create hand crafted, artisan beverages and are very different than the apples sold in grocery stores, which are known as "dessert apples." Cider apple trees take about five years to mature and are relatively rare in the United States, so the supply is constrained and sourcing is extremely



Golden Russet Cider Apples

## Many Other Wine Producing Countries Have Big Beer *and* Big Cider Categories



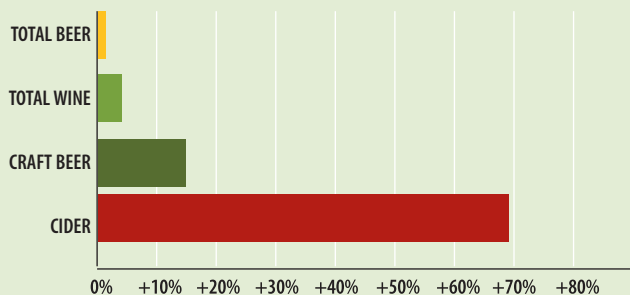
important. Artisan producers prefer cider apples because they have more acid and less sugar than dessert apples or apple concentrate, and they add complexity and a distinct character to the flavor profile.

The finest ciders are produced by carefully blending cold, freshly fermented apple juice from three or more cider and dessert varieties and adding a little effervescence. Each artisan producer has their own idea of the best apple components and considers characteristics like tannins, acids, flavors, aroma and body when creating their blend. Inexpensive, mass-market brands are made with concentrate from dessert apples, which are easier to source, less expensive and produce a simpler, sweeter flavor profile.

## Cider's growth is staggering

with sales increasing 57% in 2012 and another 68% in 2013, making the U.S. the world's fastest growing cider market. Cider is already a \$1,000,000,000 category and the fastest growing adult beverage by far<sup>1</sup>.

DOLLAR VOLUME TRENDS



IRI, Total U.S. Food Dollar Sales, 26 Weeks Ending 12/13

Sales are expected to double by 2017, with dollar volume increasing faster than case volume<sup>2</sup>.

Cider is frequently merchandised with craft beer and leading mass market beer brands; cider's average case price is \$35.27, the highest in the category<sup>3</sup>.

Craft ciders provide the same taste benefits that consumers prefer in craft beers, but offer a more refreshing taste profile. In addition, many Americans perceive apples as an exceptionally healthy food because they are gluten free (a food type now

purchased by 20% of consumers) and contain antioxidants<sup>4</sup>.

The category consists of two primary types: the sweeter, lower priced 6 packs usually made from concentrate by the mass market breweries and the smaller production craft ciders sold in a variety of packages and made from fresh apples and fermented apple juice. Both types are also available in kegs.

Cider's explosive growth has left it underdeveloped and underspaced in most on and off premise markets. Retailers and on premise buyers are working quickly to correct this shortfall and capitalize on this unique opportunity.



<sup>1</sup>Shanken News Daily, Nielsen <sup>2</sup>Sundale <sup>3</sup>Nielsen <sup>4</sup>Euromonitor International





At the Cider Brothers, our experience as 5th generation vintners enables us to take a winemakers approach to creating hard apple ciders. That's why our artisan ciders are like award winning wines – refreshing, aromatic, well balanced and food friendly with multi layered flavors and a crisp, clean finish. This requires a production process that is complex, labor intensive, longer and more costly than the mass-produced ciders made from concentrate.

Cider and wine share many characteristics, starting with the fact that high quality fruit is required. We use a combination of five fresh apple varieties, each of which adds unique elements to the finished product:



**Golden Russets** enhance the bouquet and aromatics, and contribute complexity and fruit flavor



**Granny Smiths** add tannic structure and tartness, adding to the mouthfeel



**Galas** help deliver a clean, refreshing finish



**Fujis** lend just the right amount of sweetness



**Red Delicious** brings rich mouth feel and distinct appley, aromatic qualities



Our fresh apples are chilled to 32 degrees prior to processing on a belt press. Fermentation at our winery takes 9-10 days in a series of temperature controlled, stainless steel tanks, each with a different champagne, wine or ale yeast to create flavor complexity and balance. Nitrogen levels are carefully monitored during fermentation to protect the delicate flavors and aromas and control the residual sugar levels. Frequent tastings are especially important at this stage to monitor the tannins, which are complex phenolics that add astringency, tang, flavor and personality to the finished ciders. The pH levels average 3.5, which also helps protect the flavor profiles.

When fermentation is complete, the temperature is rapidly reduced below freezing, a fining agent is added and the cider settles for 36 hours before it is gently drawn off, filtered and moved to a clean tank in preparation for bottling. During this process, a significant amount of “slush” is created; this is left behind with the sediment, which concentrates the flavors and aromas. A final series of tastings and lab measurements insure that the proper flavor profiles, acidity, tannins and residual sugars are present before bottling.

Michael Scotto

Paul Scotto

For more information, please visit our website,  
[CIDERBROTHERS.com](http://CIDERBROTHERS.com) or contact:

Bill Chenault, National Sales Manager 713-854-5042  
Paul Scotto, Cider Brother 530-219-4530