

Monday, September 29th, 2014: Retail Cider Seminar (Cider Week 2014)

INTRODUCTION

- Ciders: Why should you take the plunge?
 - Cider as “Serious Beverage”
 - History of Cider Production
 - Cider vs. Wine throughout the ages
 - History of Domestic Cider Production
 - or, Prohibition: yet another reason why it was bad
- General Knowledge
 - Local and international regions - the differences between them
 - Sweet vs. dry
 - Cider apples vs. dessert apples
- Cider Growth in America and growth of NYS ciders
 - *“According to Nielsen’s tracking of off-premise... sales of hard cider in the United States increase by 89% in 2013”*
 - <http://ciderjournal.com/united-states-cider-sales-increase-89-2013/#sthash.SZ55XUoA.dpuf>

CURATION

- The DOs and DON'Ts of putting together your cider section
 - Location Location Location - or, why not to put your cider next to your sake
 - More the Merrier - Multiple SKUs help cider become a category and not an oddity
 - Gateway Ciders - what ciders work at an entry level, and how to lead them to the next step, i.e. more esoteric.
 - Fall beverage vs. Year round beverage
- Questions to ask cider makers
 - Talk about cider like we talk about wine
 - Terroir, varietal, yeast, food pairings vintages, aging potential

HOW TO SELL

- Engaging with and educating the consumer
 - “I Don’t Like Cider” - What it means, and how to counter it.
- Finding the **Maven**
 - Finding the customers who can bring your cider selection to “The tipping point”
- Benefits of cider consumption
 - Low alcohol
 - Versatility in food pairings
 - The “Gluten Free” movement
 - Wine fatigue
- In-Store Tastings
 - Tasting Cider alone and not with spirits, beer or wine
 - Comparing styles and casting the widest net
 - Another chance to educate the consumer