

# HARD CIDER IS ANYTHING BUT SOFT

AND IS MORE POPULAR THAN EVER.



**\$261**  
MILLION  
U.S. SALES

May 2013-2014

**93%** SALES INCREASE

**4.5x** FASTER

than the sales rate of craft beer

- IRI



**50%**

FEMALE CONSUMER BASE

compared to 28% for beer  
- Nielsen



**26%**

CONSUMERS AGES 21-35

consumed a hard cider in a bar or restaurant once a week or more  
- Technomic

PRESSING THE NUMBERS



**31%**

CONSUMERS POLLED

order hard cider away from home once a month or more  
- Technomic



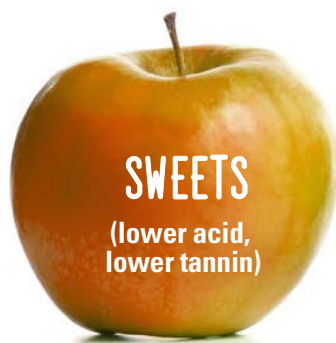
**100%**

GLUTEN FREE

one factor helping propel its growth

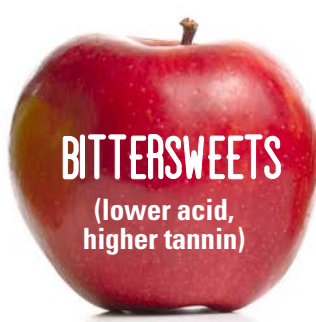
## HOW 'BOUT THEM APPLES?!

Hard cider is not made with the apples you eat every day, which are too low in tannins to bring about the right flavor profile of hard cider. The 100+ apple varieties, often blended, to make hard cider come from these categories:



**SWEETS**

(lower acid, lower tannin)



**BITTERSWEETS**

(lower acid, higher tannin)



**SHARPS**

(higher acid, lower tannin)



**BITTERSARPS**

(higher acid, higher tannin)

## WHY IS IT NOT AS CARBONATED AS BEER?

We know carbonation releases aromas and intensifies flavors. Oddly, in the United States, if hard cider reaches a certain point of carbonation, it is taxed at the much higher champagne rate. Beer has no such carbonation ceiling.

## HARD (TO BELIEVE) CIDER HISTORY



With over 2,000 years of history, hard cider has had quite an influence.

### 1200s-1800s RECRUITING

In England, farm workers were partially paid in pints of cider, and farmers who produced the best ciders got the best workers.

### 234 ELECTORAL VOTES

President William Henry Harrison won as a result of his "Log Cabin and Hard Cider" presidential campaign in 1840 where he gave away free cider as a major part of his election strategy.