

# Cider in Oregon



**Northwest Cider Association**

# Northwest Cider Association est 2010

We support cidemakers in Oregon, Washington, Idaho, Montana, and British Columbia.

\*\*Close to 80 current members, 25 cideries in planning

\*\*25 members in Oregon



According to Newsweek: "Cider sales tripled between 2011 and 2013, and the number of new players and options have exploded."



# Consumers love cider (nation's restaurant news)

## Consumer spending on cider soars 320%

Apple- and pear-based alcoholic beverages see popularity spike over five-year period

Bret Thorn

Sep 9, 2016



EMAIL



SHARE



Tweet



G+



Recommend 105

COMMENTS 0



## Beverage sales 2010 vs. 2015




Category	2010	2015	% Growth
Cider/Perry	\$208.5	\$870.6	317.6%
Spirits	\$34,078.0	\$37,652.8	10.5%
Beer	\$51,628.8	\$56,137.7	8.7%
RTDs/High-Strength Premixes	\$2,155.4	\$2,241.6	4.0%
Wine	\$19,950.9	\$19,609.1	-1.7%
<b>Total</b>	<b>\$108,021.6</b>	<b>\$116,511.8</b>	<b>7.86%</b>

Values are expressed in \$ millions. Source: Euromonitor

Illustration: NRN/Anna Kang



A photograph of an orchard with rows of trees and a white text box overlaid on the bottom left. The orchard is filled with green trees, and the background shows a hillside with trees and a cloudy sky. The text box contains the following text:

**Plenty of room for growth:  
cider as a category is only  
1% of the total beer volume  
sold in the us**



# Producers

## Output

80 Northwest Cider producers combine for an output of 3.5 million gallons annually. The majority of that is produced in Washington and Oregon

## Connection to the Farm

Cider makers often establish the connection to agriculture for consumers

## Need for Cider Apples

Apple varieties specific to cider making are in short supply and high demand in the Northwest. These apples are crucial for ensuring product quality and long term category growth



# Why Oregon?

## The Drinkers are Here

The Northwest is the hottest spot in the US for cider. Portlanders drink the most cider per capita and Seattle is the second largest cider market in the country

## Untapped market location

Consumers are demanding farm-based cider and the cideries will benefit from having tasting rooms at the orchard

## Raw ingredients grow well here