Cider in Oregon



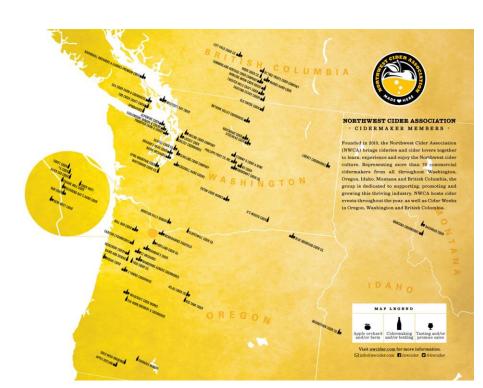
Northwest Cider Association

Northwest Cider Association est 2010

We support cidermakers 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

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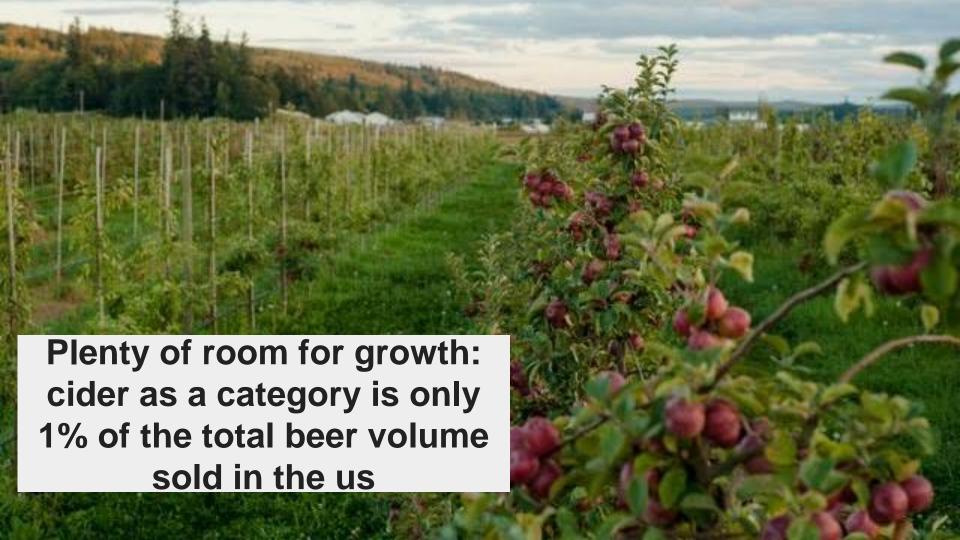
Beverage sales 2010 vs. 2015



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%
Total	\$108,021.6	\$116,511.8	7.86%

Values are expressed in \$ millions. Source: Euromonitor

Illustration: NRN/Anna Kang





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 varietals 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