Vermont Fruit Growers Meeting
March 30th, 2015

Dan Rowell
President and CEO

Vermont Hard Cider Company LLC
Cider is what we do!
As of 2014, the US Cider Market broke 1% of Beer.
The US Cider Market Throughout the Years

The US Cider Market ended 2014 at 25.6 million ces growing at 54%.

Cider finished 2014 at 1.05% of the total beer industry.

To produce this volume of Cider, estimates suggest 18 million bushels of apples were needed in 2014 – the equivalent of 7% of all apples grown in the US.
Number of Cider Producers in the US

Number of US Cider Producers, 2001 thru 2013

Number of US Cider Producers, Top States

Source: US Tax & Trade Bureau, 2014

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Vermont Hard Cider Company LLC

Cider is what we do!
Cider’s Share of Total Craft Increases Steadily Annually

Cider’s Share of Total US Craft | 2009 thru 2014
Source: IRI Mulc YTD we 11/30/14

- 2009: 4.5%
- 2010: 4.7%
- 2011: 5.4%
- 2012: 8.9%
- 2013: 13.2%
- 2014: 16.4%

Vermont Hard Cider Company, LLC
Cider is what we do!
Cider growth spans regions.

Cider growth is largest in the Western states as California, Washington, and Oregon remain hubs for the apple growth and the hard cider industry.

The Southern half of the US is also growing steadily due to the long warm-weather seasons making the region highly conducive to cider drinking!

**Source:** IRI TUS Food 52 we 12/28/14

**Vermont Hard Cider Company**

**Cider is what we do!**
Thank you!

Vermont Hard Cider Company LLC

Cider is what we do!