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SPECIALTY CIDERS

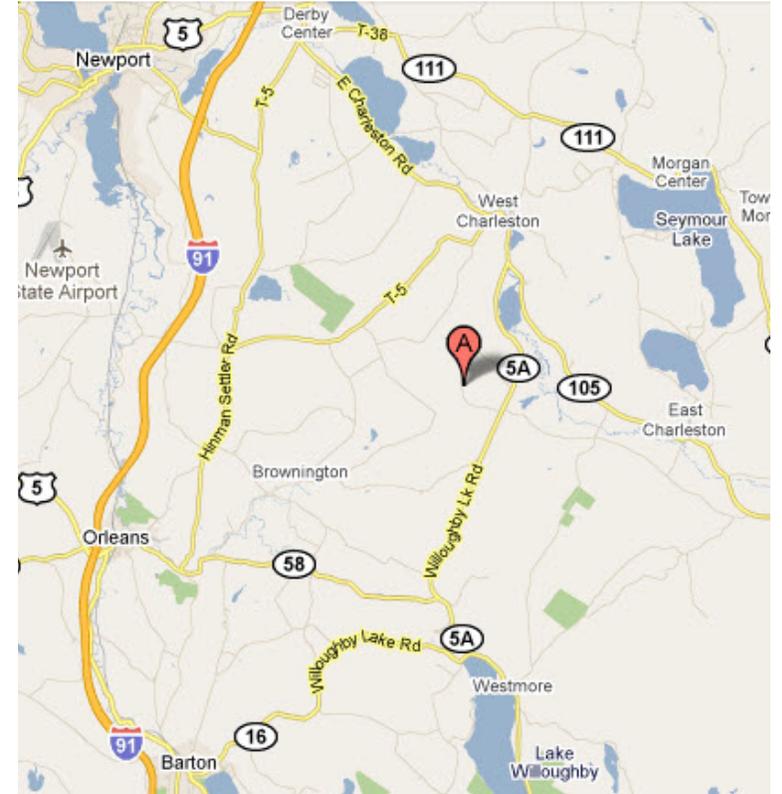
Creating Virtual Tasting Experiences

Our mission: Making a better world through cider

- Produce delicious ciders
- Partner with small family orchards
- Spread regenerative growing practices
- Minimize our carbon footprint
- Support our team and community



Where??





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ICE CIDER COMPANY







Eden Orchards

WEST CHARLESTON, VERMONT

1,000 trees planted 2008 - 2010



A man in a blue t-shirt and dark shorts stands in the center of a lush green orchard. The orchard is filled with large, leafy trees. In the background, there are rolling green hills and distant blue mountains under a clear sky. The text 'Windfall Orchard' is written in a white, elegant script font across the middle of the image.

Windfall Orchard

CORNWALL, VERMONT
Brad Koehler



Yates Family Orchard

HINESBURG, VERMONT
Jessika Yates

Scott Farm

DUMMERSTON, VERMONT





Many different styles, one approach:
Express the quality of the fruit without adulteration

Treebeard 8 -
Windfall Farmhouse 8 -
Hill Farmstead Edward 10oz 6 -
Ice Cider - 20
Flights
Heritage or Ice 8 -
Camembert Fermier 24 -
Etxegarai
Koen's Cheddar
La Peral
de Campagne
Brisson Sec
Iberico Chorizo
Table Spicy
with chips 9.50
with pretzel 7 -
MARINATED CURDS 5 -
ICE CIDER PICKLES 4 -
SPANISH OLIVE MIX 4 -
SNACK PLATTER 16 -

But it's not just the cider

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SPARKLING CIDER

DRY



TASTING KIT

Dry to Sweet



Includes detailed cider descriptions,
tasting guide and cider facts

Holiday Tasting Kit - Live Tasting Registration

Click on a date to register for the virtual tasting

Friday, October 30th @ 6PM

Friday, November 6th @6PM

Friday, November 13th @6PM

Saturday, November 21st @ 6PM

Saturday, November 28th @6PM

Friday, December 4th @6PM

Friday, December 11th @6PM

Friday, December 18th @6PM

Saturday, December 26th @6PM

Vermont Terroir

This Guided Tasting was Pre-recorded.



Important information for our Guided Tasting Session

November 28th @ 6PM

TASTING KIT *Dry to Sweet*



Includes detailed cider descriptions,
tasting guide and cider facts

Hi Cider Lover.

I am looking forward to our cider tasting event! Here's what you need to know.

Our session is set up on Zoom as a meeting, so you will be encouraged to participate by video and be able to ask questions and engage in discussion.

To prepare for the session:

- Put the ciders in the refrigerator some time today, 5:00 at the latest.
- 5:50PM Take the ciders out of the refrigerator
- Also make sure you have the following at the ready -
 - your favorite wine tasting glass. (we're not fussy about this, as long as it curves inward to capture aromas)
 - the '33 Mugs of Cider' notebook that came with your kit, and a pen or pencil
 - a cork screw and a bottle cap opener
 - some kind of solid pitcher or mug that you can pour out un-drunk cider from your glass into (what? undrunk cider?)
- Just before 6PM, fire up that electronic device and click the Zoom link above to join the session!

If you'd like to take any pictures and post to social media before, during or after, our handles are:

- Facebook @EdenSpecialtyCiders
- Instagram, Pinterest and Twitter @EdenCiders

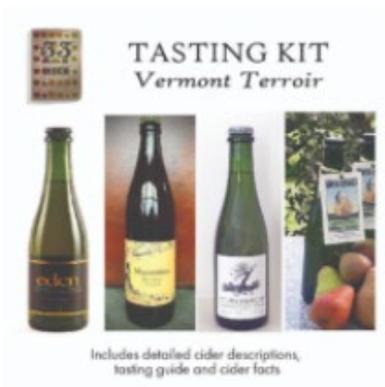
Thanks so much for signing up. See you soon!

Eleanor

[Learn More About Eden](#)



We want to know your feedback



Cider Lover

Thank you very much for purchasing our Tasting Kit: Vermont Terroir and attending the Virtual Cider Tasting with Eleanor, Mark, Teddy and Brad.

We need your feedback! We are new to producing virtual tasting experiences, and want to learn quickly how we can improve. Please help us by completing a quick one page survey. Your answers will be anonymous.

Thanks in advance for taking the time to give us your thoughts.

[Click to take the one page survey](#)



We want to know what you think! Please help us improve our virtual tasting offerings in the future by giving us your honest feedback.

How likely are you to recommend the Vermont Terroir Tasting to friends, colleagues or family members, where 0 = Not at All Likely and 10 = Extremely Likely

0 1 2 3 4 5 6 7 8 9 10

What are the main reasons for your rating?

Please rate your experience from 0 = Awful to 10 = Excellent: Quality of the Ciders

0 1 2 3 4 5 6 7 8 9 10

Please rate your experience from 0 = Awful to 10 = Excellent: Your Presenters - Eleanor [Eden], Mark [Puckerbrush], Teddy [Tin Hat]

0 1 2 3 4 5 6 7 8 9 10

Please tell us anything the presenters could do better

Please rate your experience from 0 = Awful to 10 = Excellent: Zoom Technology

0 1 2 3 4 5 6 7 8 9 10

Please rate your experience from 0 = Awful to 10 = Excellent: Communications About Your Session

0 1 2 3 4 5 6 7 8 9 10

Is there anything else you think we should know?

“How likely are you to recommend the Eden Guided Cider Tasting to friends, colleagues or family members, where 0 = Not at All Likely and 10 = Extremely Likely”



Net Promoter Score = 90

“What are the main reasons for your rating?”

“I already have. :) a couple of my friends have already bought a couple of tasting kits, and I'm working on a couple more. ”

“It was really fun to learn more about how cider is made, and I love knowing how high touch the Eden process is. It gave me a new tool for evaluating cider (and other drinks) and was just all around a great escape for us that didn't involve leaving the house. ”

“Eleanor (and family) is extremely knowledgeable about both her own product and the rest of the cider community. Joining the virtual tasting made me feel that I was also a part of that community. She takes the time to really appreciate the ciders and the effort, and that made the experience really special. I've tasted a LOT of cider before, but never had a tasting like this one!”



Virtual Tasting Experiences

New to artisan cider, or just wanting to delve a little deeper?

Looking for a fun virtual activity to share with friends or family?

Get a seasonal Tasting Kit and sign up to join a virtual guided tasting.

Sign up to get the latest, coolest ciders
delivered straight to your door at 20% off regular prices

Join our Cider Club!

Quarterly shipments in March, June, September and December
For all the options and details, and to sign up -

edenciders.com/cider-club/

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Thank you for participating in the event today.
You can see more about Eden Ciders at
edenciders.com [ig|fb|tw](#) [@edenciders](#)

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SPECIALTY CIDERS

Enter this code at checkout for
FREE SHIPPING on any order of \$75 or more

GCNSHIP75

Expires 1/30/2021

HOLIDAY TASTING KIT



Brut Nature
Dry, Sparkling
375ml

Cellar Series
Unique Small Batch
375ml

Imperial 11° Rosé
Off-Dry, Petillant
375ml

Windfall Ice Cider
Sweet, Still
187ml

VERMONT TERROIR CIDER BOX



Eden Orchards
Brut Nature
Sparkling
375ml

Tin Hat
Mycorrhiza
Dry Cider
500ml

Puckerbrush
Farmhouse Cider
Sparkling
375ml

Windfall Orchard
Farmhouse Perry
Sparkling
375ml

TASTING KIT *Eden Holistic Ciders*



Includes detailed cider descriptions,
tasting notebook and Eden corkcorkscrew

TASTING KIT *Eden ~ Scott Farm*



Includes detailed cider descriptions,
tasting guide and Scott Farm tasting glass

Wedding, Corporate and Group Gifts

We offer custom services for wedding, corporate and group gifts. We love to help people celebrate and have fun together! We are pretty much game for anything, but here are some ideas below to get you started.

If you would like to learn more, or have questions, please email contact@edenciders.com

Private Virtual Tasting Party with Eleanor

Minimum 8 participants.

Free with purchase of 8 or more Tasting Kits

Choose the ciders in your kit from a list of available sample sizes. Samples of ciders are 375ml, samples of ice ciders are 100ml.

Set a date, order the kits, and look forward to the party!

To set up your party or if you have questions, email parties@edenciders.com

Cider Gift Boxes for all your clients, friends or relatives!

Choose a set of ciders you would like to send to everyone on your list! We can include non-cider items like glassware or food too.

We'll include a gift message, and take care of all the shipping and handling.

20% off on all ciders, minimum of 10 recipients. Does not include shipping or any required taxes.

Custom labels for special gifts, weddings and events.

We can design custom labels for your gift ciders, whether it's wedding favors or a special corporate gift! We'll work with you to choose the cider(s) and make the label look perfect.

Requires 3 months advance notice, minimum of 60 bottles. We've done as many as 1,000!

No additional charges above the regular cost of the ciders selected. Does not include shipping cost or any required taxes.



PRIVATE TASTING EVENTS

Perfect for corporate team events, family celebrations, reunions and friends!

DELICIOUS, EDUCATIONAL, INTERACTIVE

1 hour guided tasting for your whole team

Delicious cider kit options

Learn about apple varieties, cider making techniques and cider styles

Everyone can engage in the conversation

Choose your kit contents and set your date

Send us your participant list and payment information

We ship the kits 2 weeks in advance

Then we see you at the tasting!

Questions? email: parties@edenciders.com

CHOOSE YOUR KIT

#1: Fine Cider 101 \$59

- Brut Nature 375ml
- Deep Cut 12 oz
- Cellar Series 375ml
- Windfall Ice Cider 187ml

Price includes shipping and tasting

#2: VT Cider & Cheese Pairing \$99

- Brut Nature 375ml
- Cellar Series 375ml
- Windfall Ice Cider 187ml
- 3 artisan cheese selections from the Cellars at Jasper Hill

Price includes shipping and tasting

#3: Custom Cider Connoisseur

- Any three or four full 750ml bottles from our Cellar Series and Collaborations ciders
- Cheese pairings optional
- Price based on selections plus \$15 flat rate shipping



ADD ON FOR MORE FUN:

Eden
Corkscrew \$8



Eden Cider
Goblet \$15



Eden Cider
Tumbler \$15



Eden
Hat \$15



GET YOURS STARTED - parties@edenciders.com

Minimum: 20 Tasting Kits Maximum per Tasting Session: 100 devices 50% deposit required
3 weeks advance notice requested Single point of purchase contact preferred

Some data

- 30 public scheduled tasting sessions delivered June - November
- 20 private groups
- Grew our customer list by almost 500
- Haven't had a chance yet to trace through new cider club members, add-on sales, etc.



Thank You!

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