



Vermont Fruit Growers Meeting March 30th, 2015

Dan Rowell
President and CEO

VERMONT HARD CIDER COMPANY
LLC

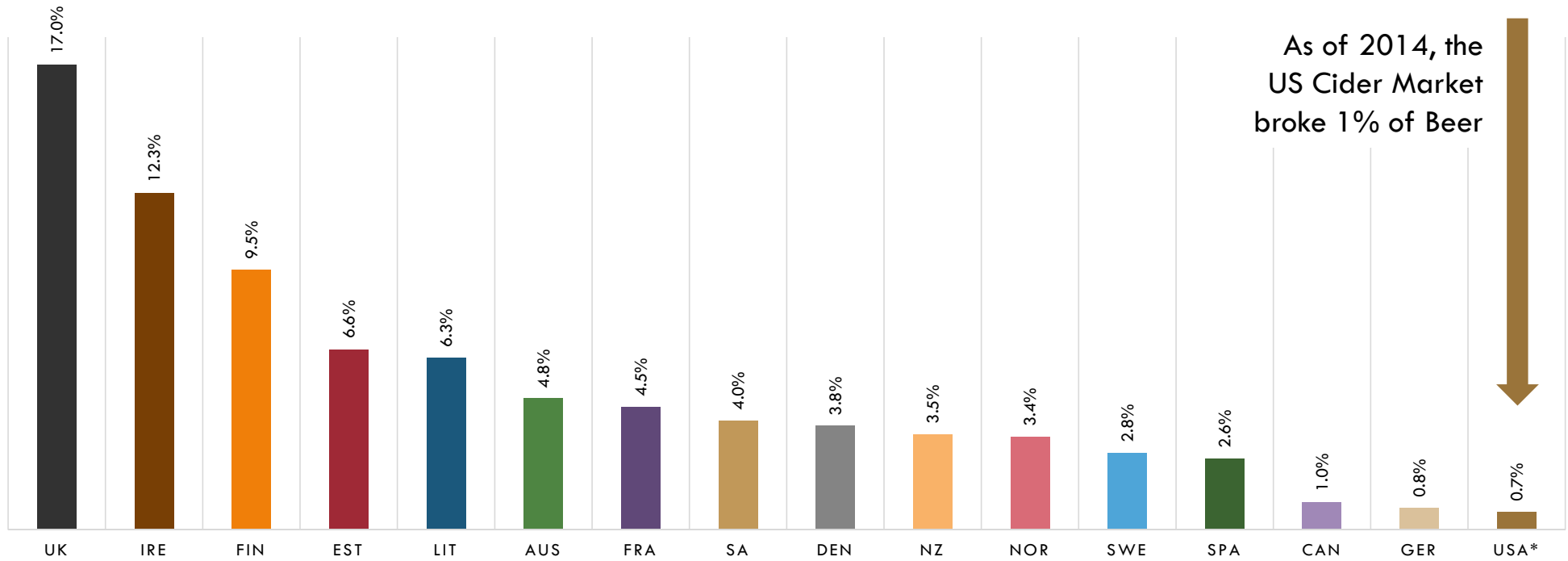


CIDER IS WHAT WE DO!

Cider as a Percentage of Global Beer Markets

Global Data Calendar Year 2013

Source: Canadean *Beer Institute



VERMONT HARD CIDER COMPANY
Source: Canadean *TTB LLC



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The US Cider Market Throughout the Years

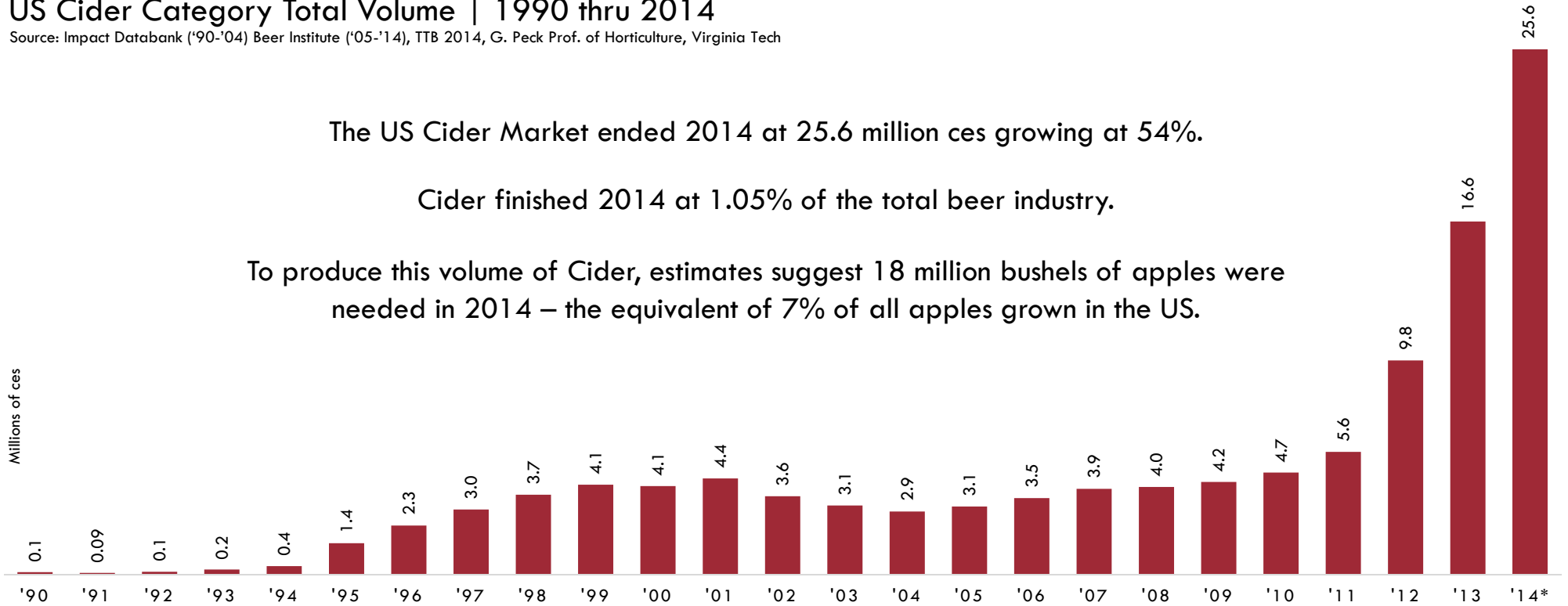
US Cider Category Total Volume | 1990 thru 2014

Source: Impact Databank ('90-'04) Beer Institute ('05-'14), TTB 2014, G. Peck Prof. of Horticulture, Virginia Tech

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.



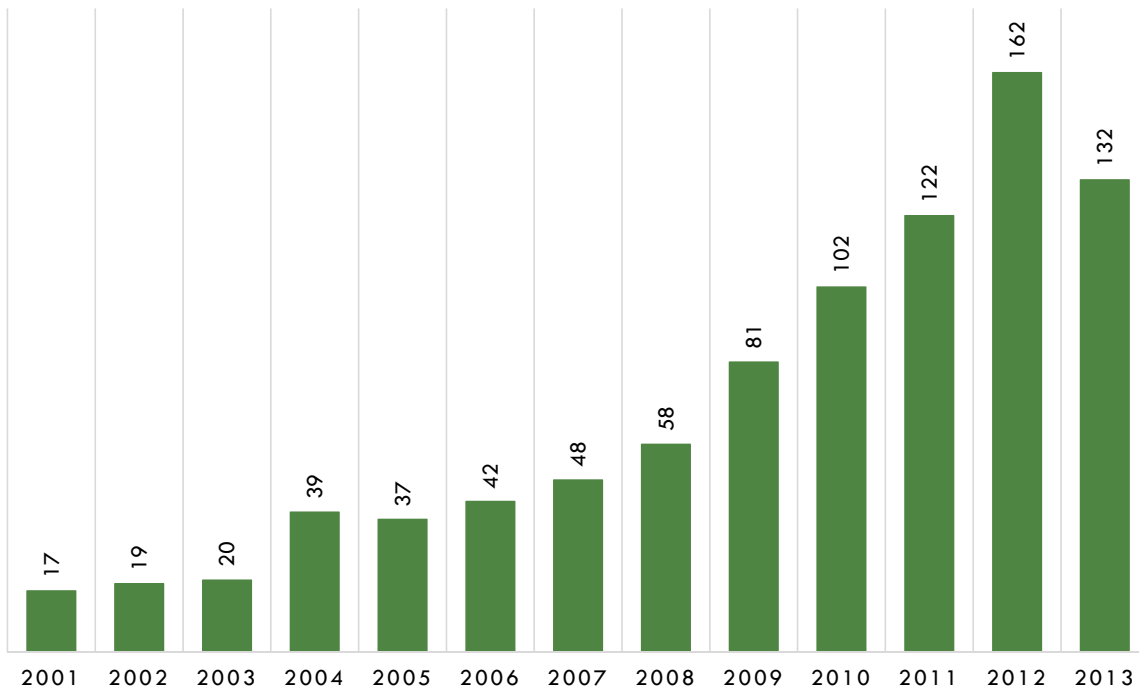
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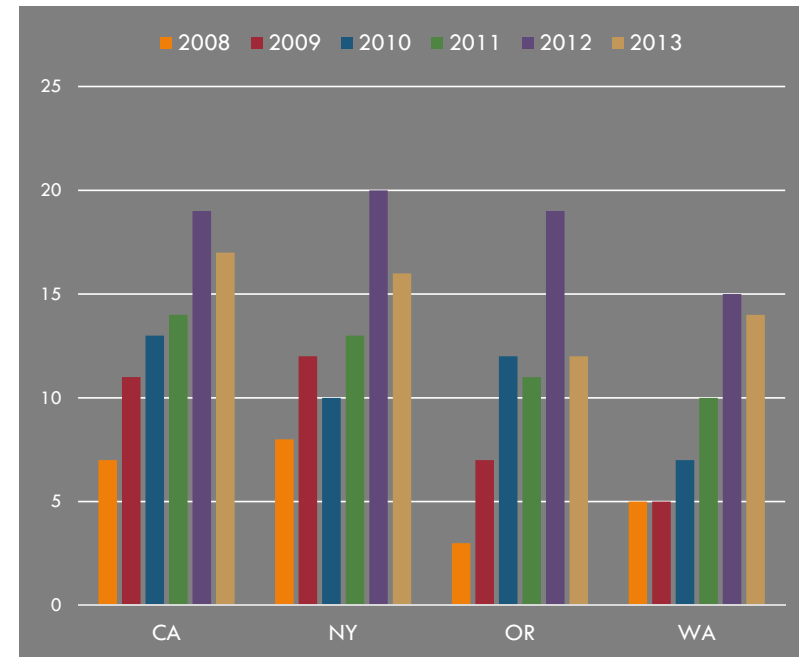
Number of Cider Producers in the US

Number of US Cider Producers, 2001 thru 2013



Source: US Tax & Trade Bureau, 2014

Number of US Cider Producers, Top States



Source: US Tax & Trade Bureau, 2014

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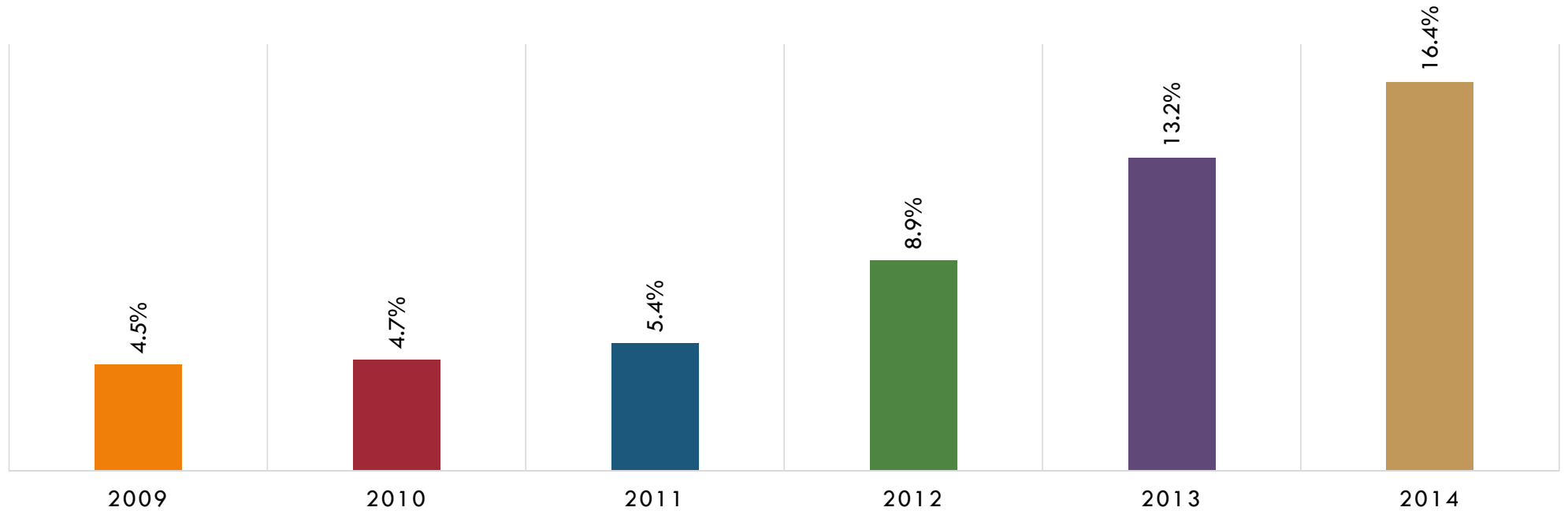


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Cider's Share of Total Craft Increases Steadily Annually

Cider's Share of Total US Craft | 2009 thru 2014

Source: IRI Mulc YTD we 11/30/14



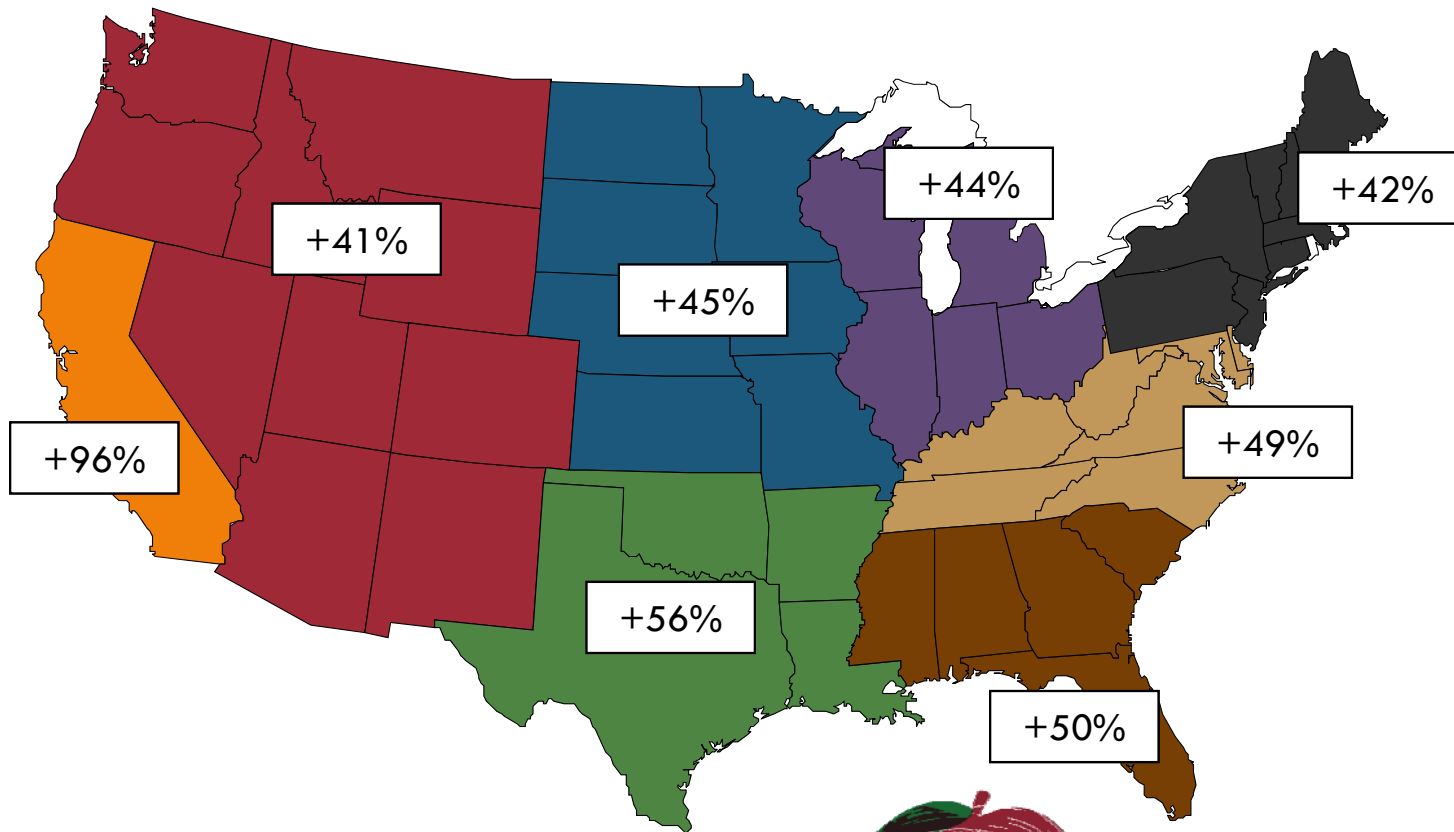
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Cider Growth Spans Regions

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



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!

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Thank you!

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