

# **HARD CIDER**

**THE PERFECT ALTERNATIVE TO BEER**

**PRESENTED BY:**

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**WINEMAKER / CIDERMAKER**



# A BRIEF HISTORY

- HOW DID WE GET STARTED?
- WHY DO WE MAKE HARD CIDERS?
- WHERE IN THE WORLD IS ALVORD?
- WHO OR WHAT THE HECK IS A RALVIN?



# WHAT IS HARD CIDER?

- **BASIC COMPOSITION**
- **U.S. AND INTERNATIONAL CIDER PARAMETERS**
- **WILL IT CIDER?**



# CIDER AND CUSTOMERS

- **"I DON'T DRINK WINE. GOT ANY BEER?"**  
- RANDY P. CUSTOMER
- **SUMMERS ARE REALLY HOT IN TEXAS!**
- **ALTERNATIVE OPTIONS**
- **ON AND OFF PREMISE SALES**
- **MONITORING CONSUMPTION**



# DO I NEED CIDER?

- **IS CIDER RIGHT FOR YOUR BUSINESS?**
- **DO YOU WANT TO PRODUCE OR BUY HARD CIDER?**
- **TASTING ROOM INFRASTRUCTURE FOR SERVICE**
- **EFFECT ON WINE SALES**



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