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# *Artisan Cidermaking*

By BI-MARCT

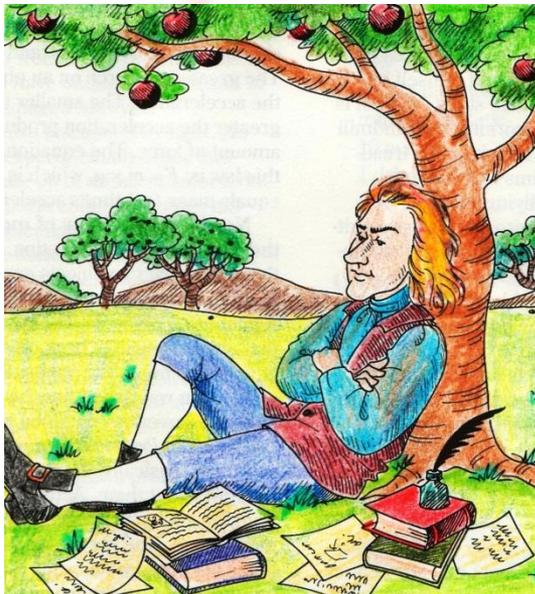
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***What we know from  
the past***



### *Case ONE*

*Adam & Eve have been the first ones who faced with an apple, but they did not know what to do with it. Although they evidently made a wrong move, we do not have to blame them for that, because they were the first humans on earth anyway.*



### *Case TWO*

*Sir Isaac Newton needed a help from an apple to achieve a historical scientific breakthrough. But it took his thoughts too far away from the apple itself. What a pity!*



### *Case THREE*

*Steve Jobs was working occasionally on an apple farm in his younger days, taking care about the trees. He was so fascinated with the apples that there was no way to accept any other name for his developing company. The rest is the history.*

### *Case FOUR*



*Snow White has been given a beautiful shiny red apple, to which she could not resist. We know that the apple was poisoned, and she had a need for a kiss from the prince to save her. Unfortunately, the real situation in modern society today is almost like in the famous fairytale - people are attracted by the outside look of an apple, but opposite to Snow White they know that such an apple might be poisonous? Is there a good reason to believe in happy ending? Very hardly!*

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*What we really know  
about the apples-are  
all apples the same?*

# 1) Conventional apple



*Contains good amounts of **sugars** (mostly glucose, fructose and sucrose), **organic acids** (mostly malic, citric, shikimic and fumaric) and **phenols** (esp. chlorogenic acid, quercetin, epicatechin, phloridzin and procyanidin B3)*

*Also contains fair amounts of **vitamins B and C**, **pectins** and **minerals**, esp. **Ca** and **K***

*From the farming point of view;  
**Negative net ecosystem carbon balance**  
**Low know-how input***

## *2) Organic apple (old resistant varieties)*

*Contains approx. **2 x MORE** sugars, **2 x MORE** organic acids and **2 x MORE** phenols than conventional*

*From the farming point of view;  
**Positive net ecosystem carbon balance**  
**High know-how input***



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# ***CIDER - what is it?***

*By definition, this is the fermented apple juice, usually containing some 6% alc. by volume*

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***Is every cider the  
same?***

# 1) INDUSTRIAL CIDER

*Produced by almost all big multinational brewing companies as the additional alternative to beer and radler.*

*Made from fermented apple juice, but also from water, sugars, acids, colorants, CO<sub>2</sub> ...*



## 2) ARTISANAL CIDER

*Produced by many small independent producers, and is regarded as the substitute for wine and sparkling wine.*

*Made 100% from fermented apple juice. All the other depends on the knowledge and skill of the cidemaker*



# PRODUCTION PROCESS FLOWCHART



**ARTISAN CIDERMAKING** + 
 
**INDUSTRIAL CIDERMAKING**

# *Cider consumption and market trends*

*The biggest consumers (and producers) in the world are UK with some 60% share, France 6%, Germany 5%*

*There is a positive trend on all markets since 1990's. In UK the market has grown from 3 mio.hl to 10 mio.hl (more than 300%) in 20 years period*

*Huge potential on new EU markets, e.g. Eastern Europe (traditionally non cider markets) like Poland where there is a growth expected ca. 2000% in next 5 years)*

*In Croatia a stabile growth is expected from 10-15% per year, mostly in industrial cider segment*

# *Cider consumption and market trends*

*Although the biggest growth happens in the industrial cider segment, there is also a significant increase in the consumption of artisan ciders, as consumers become more interested in premium but also healthier products, better value for money deals, want to try some new inovative drinks, local and regional products, experiment with food pairings...*

# *Our project*

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*To produce unique, extra  
quality cider using our own,  
specially grown apples*

# *Key success factors*

- 1) Special apple varieties*
- 2) Terroir and Organic farming*
- 3) Control of cider production*
- 4) Traceability*
- 5) Efficient marketing strategy*

# *1) Apple varieties*

*We call our apples by their names, because each variety is unique, and gives different contribution to the final blend*

*King of the Pippins (sweet, aromatic)*  
*Belle de Boskoop (sweet, acidic, bitter - astringent)*  
*Reinette du Canada (sweet, acidic)*  
*Yellow Bellflower (sweet)*  
*Golden Delicious (sweet)*

## *2) Terroir and organic farming*

*Sandy soils, sunny exposition and no irrigation influence higher production of sugars*

*Use of vermicompost, chipped wood compost, organic sprays like plant extracts, compost teas and EM helps strengthen tree's immune system, but never to the level chemistry does, therefore the tree needs to fight harder against the diseases, producing more phenols. Attracting beneficial insects by planting many kinds of flowering plants, which improves the pollination and helps fight the damaging insects. Controlled application of fertilizers, manual hoeing, mulching with high grass in June are some of the regular practices*

### *3) Control of cider production*

*The building and equipment used according to requirements for cider production and approved by authorised institutions (e.g. all metal parts in contact with apples and cider made from SS)*

*The process controlled to a level to achieve consistent parameters (alc. by volume ca.10%, titrable acidity ca.6 g/l, final pH 3.3, residual sugar <4 g/l, total SO<sub>2</sub> up to 50 ppm. All crucial parameters measured in our own lab in every stage of production)*

*Balancing of above parameters achieved ONLY through blending of varieties, no artificial aditives like sugars, acids, tannin...*

### *3) Control of cider production*

*Maceration of apple pulp lasting from 12-24 h is used to achieve better extraction of tannin and aromatic compounds to get the full bodied cider. Cold fermentation  $<16^{\circ} C$  is used to produce fruity aromatic profile, through esterification reactions between alcohol and acids*

*Malolactic fermentation not welcomed, therefore not achieved*

*Using of selectioned yeasts for apple cider and special encapsulated yeast for secondary fermentation in the bottle*

## 4) Traceability

*We take care about each apple and each bottle*

*We can track each bottle to the level of each apple tree from which it is produced*

*Apple growing and cider production (all the process) has an **organic** certificate, issued by the certification body recognized in more than 150 countries in the world*

## *5) Efficient marketing strategy*

*Creating an unique and recognized visual brand identity  
in super-premium product category*

*Be present at important world cider competition events,  
e.g. International Cider Challenge, etc...*

*Be present at important specialized world trade fairs,  
e.g. Biofach in Nürnberg, Natural & Organic products  
Europe in London, etc...*

# *Awards*

*International Cider Challenge in London 2013 - Gold Medal in Design & Packaging category for Big Shot brand*

*International Cider Challenge in London 2014 - Silver Medal in Tasting category for Tugomerich brand*

*International Cider Challenge in London 2015- Silver Medal in Tasting category for Big Shot brand*

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***THANK YOU***

