

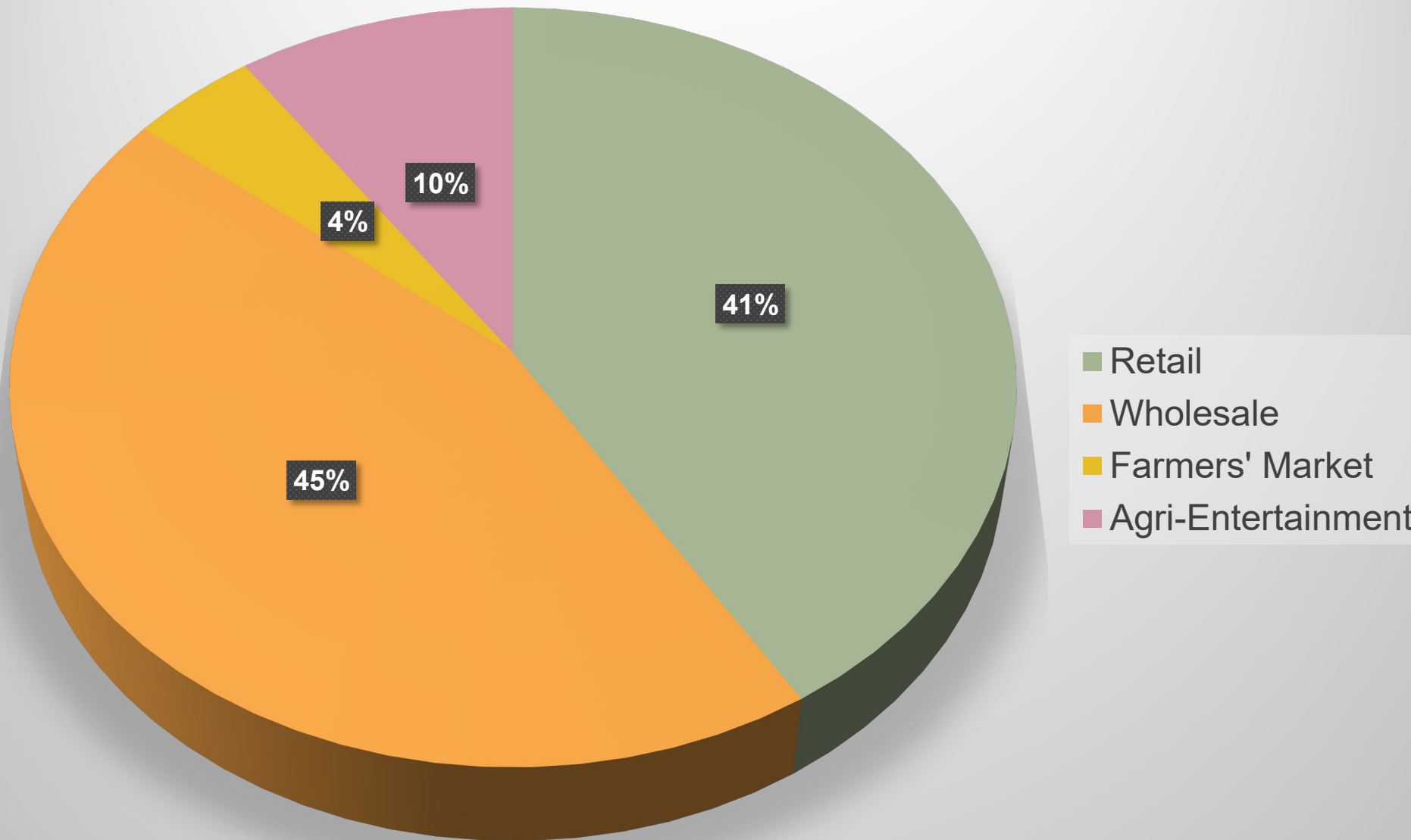
# DEAL'S ORCHARD



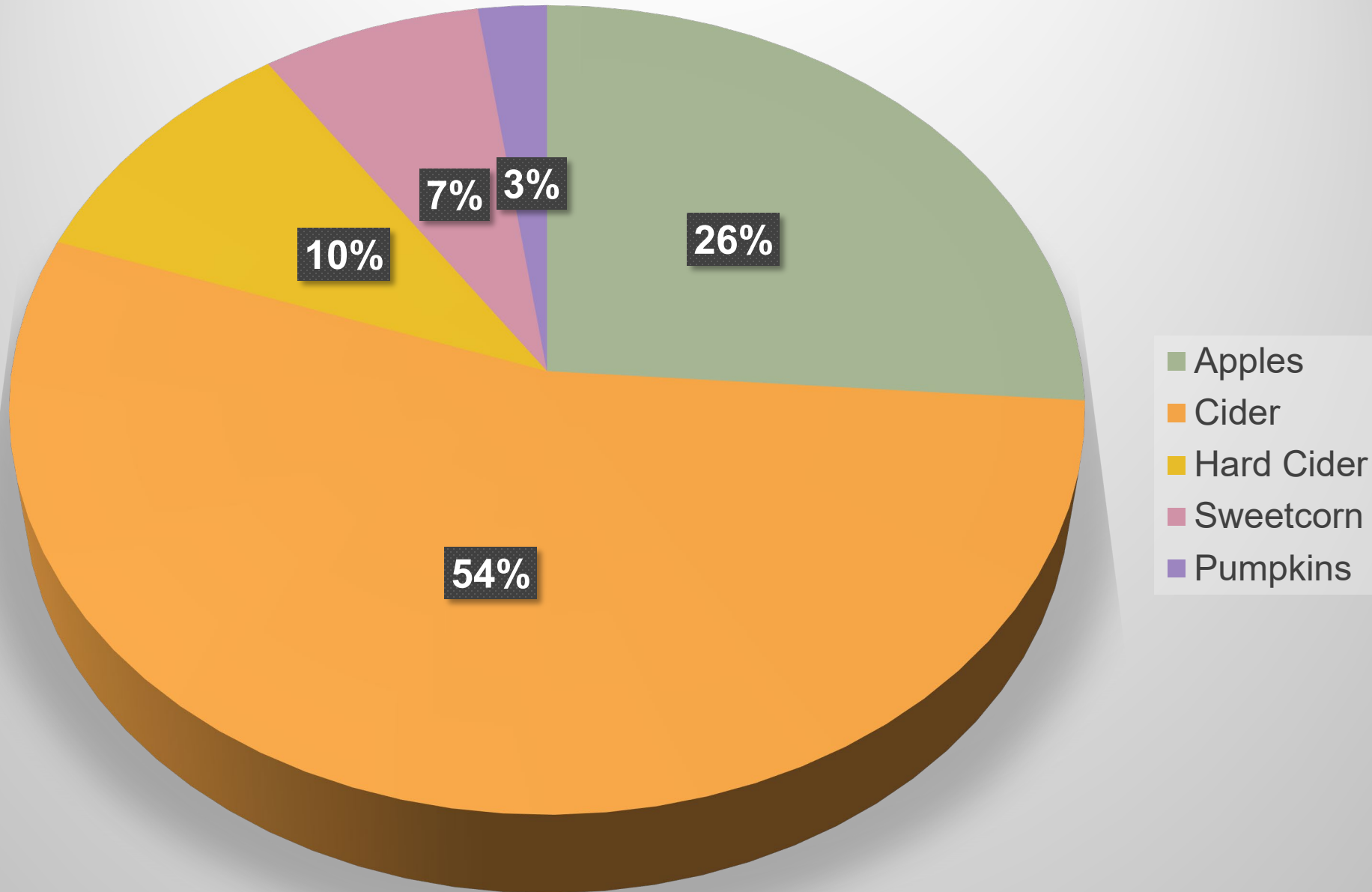




# 2017 Overall Revenue Breakdown

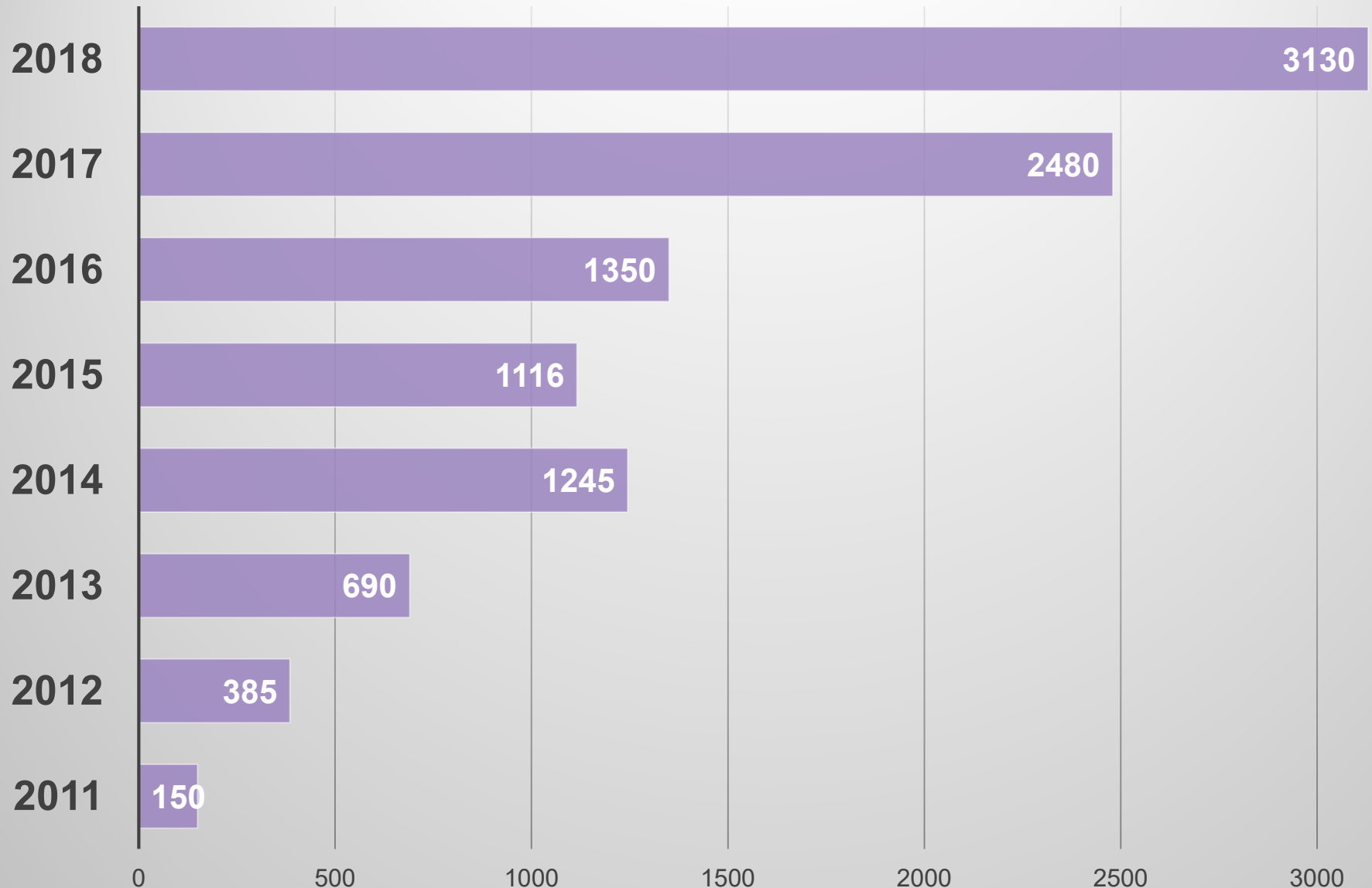


# 2017 Wholesale





# Hard Cider Production



■ Gallons

# 2010- First Attempt







# CO<sub>2</sub> Tank and Cornelius Kegs





# Filling Bottles





# Capping



















# Cider Composition

- Recommended proportions:\*
  - 30%-60% Neutral Base (Red Delicious, Cortland)
  - 10%-20% Tart (Jonathan, Wealthy, Winesap)
  - 10%-20% Aromatic (Red Delicious, McIntosh)
  - 5%-20% Astringent: (Crab apples or wild apples)
- Our actual blend
  - Jonathan, Yellow Delicious, Red Delicious, Honeycrisp, Chieftan, Haralson, and Empire
  - We attempt to have a higher ratio of tart to sweet when pressing cider to ferment

\*Cider: Making, Using & Enjoying Sweet & Hard Cider

# Apple Varieties

<b>Lodi</b>	<b>Pippin</b>	<b>Jonagold</b>	<b>Chieftain</b>
<b>Duchess</b>	<b>Macintosh</b>	<b>Empire</b>	<b>Rome Beauty</b>
<b>Whitney Crab</b>	<b>Chenango</b>	<b>Snow</b>	<b>Winesap</b>
<b>Paula Red</b>	<b>Gala</b>	<b>Red Delicious</b>	<b>Fuji</b>
<b>Earliblaze</b>	<b>Sharon</b>	<b>Honey Crisp</b>	<b>Braeburn</b>
<b>Earligold</b>	<b>Cortland</b>	<b>Yellow Delicious</b>	<b>Arkansas Black</b>
<b>Zestar</b>	<b>Jonathan</b>	<b>Grimes Golden</b>	<b>Evercrisp*</b>
<b>Wealthy</b>	<b>Jonadel</b>	<b>Haralson</b>	<b>Granny Smith*</b>







1985





# Fermentation

- Natural yeast vs. store bought yeast
  - Natural yeast is hit or miss
  - To kill natural yeast
    - $\frac{1}{2}$  tsp potassium metabisulfite per 30 gallon barrel
    - Campden tablet: 1 crushed tablet per gallon cider
- How long does fermentation last?
  - Sugar content
    - Hydrometer: Measures sugar content in juice based on density
  - Ambient temperature
    - The colder the temperature, the slower the yeast will work
  - Yeast strain

# Fermentation

- Fermentation
  - Granular Yeast
    - EC-1118, Red Star Premier Blanc, Cote des Blancs
    - Activate yeast with warm water
  - Ferment to dry
  - Rack to new barrels
- Cold Crash –allow sediment to drop
  - Placed in walk-in cooler(33° -35°)
  - Minimum 1 week



# Adding Flavors

- How do I make different flavors of hard cider?
  - Ferment with other fruits
  - Backsweeten with fruit flavorings
    - GLCC Flavors
    - Flavorings can change tax classification







# Carbonation

- How do I carbonate hard cider
  - Bottle Carbonation (self carbonates)
    - Place a small amount of sugar into bottle before capping
    - Too much sugar can result in a bottle bomb
    - Cider will be dry (not sweet)
  - Forced Carbonation
    - Equipment necessary: CO<sub>2</sub> Tank, regulator, tubing, keg or brite tank
    - Allows for quicker carbonation and more controlled
  - Carbodoseur
    - Tool used to check CO<sub>2</sub> levels in beverages



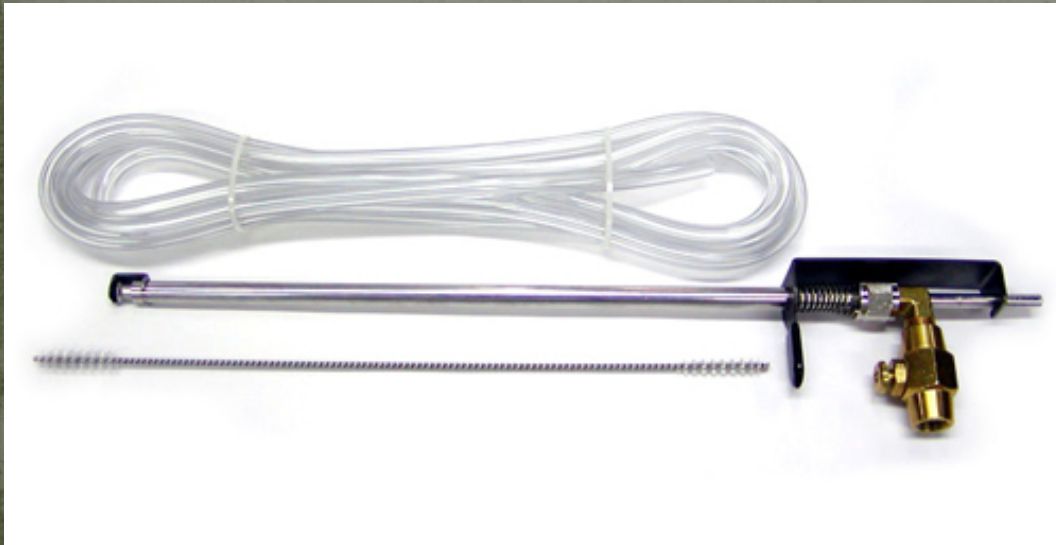
# Storage: Brite Tanks





# Bottling Cider

- What equipment do I need to bottle?
  - Caps and capper
  - Beer gun or counter pressure filler









# Marketing Your Cider

- Marketing your cider
  - Must be licensed to sell (state and federal)
  - On site sales or off-site sales
    - Classification of Native Brewery vs. Native Winery
    - Taxes
    - Insurance
- Wholesale
  - Craft Breweries
  - Drink local
- Best container?
  - Bottle, growler, kegs







Hand Crafted - Unfiltered - Hard Apple Cider

DEAL'S  
ORCHARD

Johnny 21

HARD  
CIDER

6% ALC/VOL 22FL.OZ. (650ml)

Hand Crafted - Unfiltered - Hard Apple Cider

DEAL'S  
ORCHARD

Johnny 21

HARD  
CIDER

6% ALC/VOL 22FL.OZ. (650ml)

Hand Crafted - Unfiltered - Hard Apple Cider

DEAL'S  
ORCHARD

Johnny 21

HARD  
CIDER

6% ALC/VOL 22FL.OZ. (650ml)

Hand Crafted - Unfiltered - Hard Apple Cider

DEAL'S  
ORCHARD

Johnny 21

HARD  
CIDER

6% ALC/VOL 22FL.OZ. (650ml)

Hand Crafted - Unfiltered - Hard Apple Cider

DEAL'S  
ORCHARD

Johnny 21

HARD  
CIDER

6% ALC/VOL 22FL.OZ. (650ml)



# Seating area





# Ciders at Sunset

