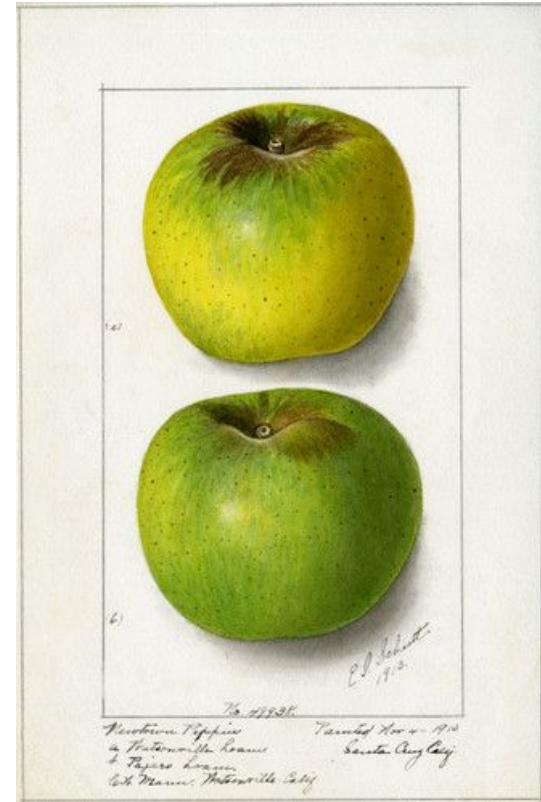


# Variety Cider

Profiles, Myths and Narrative

# Balance without Blends

- Challenge of Cider Apples
  - Chemistry
  - Stability
  - Flavor
- Grape Varieties
  - Phylloxera
- Rationale
  - Lack of Demand
  - Lack of research
  - Lack of funds
- Power of Knowledge



# East Hollow - OPP

- Upper Hudson Valley, NY
- Redfield (Tart, Early 20th century- Crossing at Geneva)
- Ashmead's Kernel (Culinary Apple, 18th Century England)
- Acid

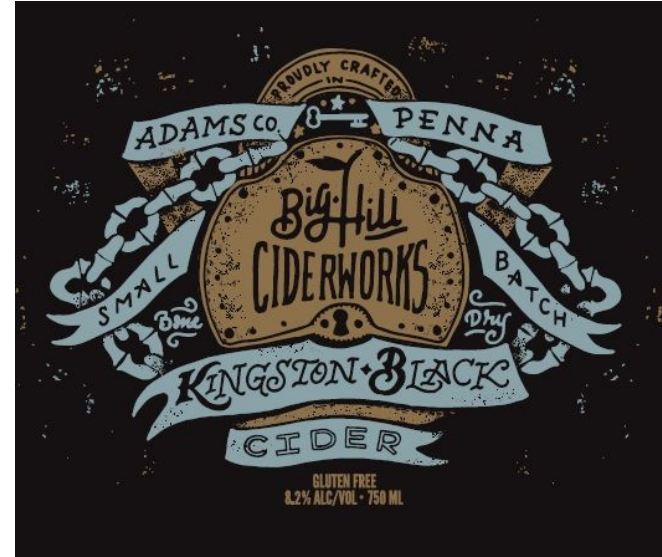
Profile

Food Pairing



# Big Hill - Kingston Black

- Adams County, PA
- Origins- Early 19th Century Somerset, England
- Bittersharp
- Traditional Single Variety Cider Apple
- One of the First Widely Grown Cider Apples
- Tannin vs Acid
- 
- Tasting note
- Food Pairing
- 



# Rose Hill - Geneva Tremletts Bitter

- Hudson Valley, NY
- Origin- Unknown - England?
- Labelling Mistake
- Bitterssharp
  
- Profile
- Food Pairing



# Western Cider -Hewes Rouge

- Bitterroot Valley, Montana
- Frequin Rouge( French Bittersweet)  
Normandy 19/18th Century
- Hewe's Crab (American Bittersharp)  
Virginia? 18/17th Century
- Balance in Blending
  
- Profile
- Food Pairing

The logo for Western Cider Co is displayed on a solid red background. The word "Western" is written in a large, white, elegant cursive script. Below it, the words "CIDER CO" are written in a smaller, white, all-caps, sans-serif font. The "O" in "CO" has a horizontal line through its center.

# Apples as Narrative

- Builds a History
- Create Relationship and Knowledge
- Provide Expectations and Familiarity
- Establishes Value of Product

