



Juice Industry Trends in the Northeast and BEYOND

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NORTHEASTERN JUICE COOPERATIVE

February 27, 2023



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Farmer Owned
Cooperative



Membership Est. 1995



Service Oriented
Structure



Value Added Product
Opportunities

NEJC Introduction

Apple Juice Industry

- Shelf stable bottled apple juice and juice blends (concentrate usage)
 - Apple Cider Vinegar
- Refrigerated sweet apple cider and cold pressed juices
- Ciders (Alcoholic)

Apple Juice/Cider Sales Channels

- Farm Market Stand/Tasting Room – Agritourism
- Limited selection - Specialty Store/Fresh Thyme/Sprouts/Trader Joes/Whole Foods
- Traditional Grocery – Wegmans/Tops/IGA/Shur-Fine
- Superstore/Club Store – Walmart/Target/Costco/Sam's Club/BJ's
- Online – Amazon/Fresh Direct/Thrive Market/Boxed/Shipt
 - Omni Channel – Online & In store
- Value Channel – Aldi/Save alot/Dollar General
- Convenience Stores – 7-Eleven/Speedway/Circle K/Sheetz
- Drugstores – Walgreens/CVS/Rite Aid
- Foodservice – Schools/Restaurant/Institutional/Hotel

Marketing 101

- Product
- Placement
- Price
- Promotion
- People – placement/purchase

Apple Juice/Cider volume drivers

- Steady apple juice sales and juice blend usage
- Growth of NFC apple juice retail sales Nationally
- Strong seasonal demand for sweet apple cider
- Growth of Fresh Cold Pressed Juice Blends (Detox)
 - Apple Cider Vinegar growth – “mother” cultures
- Growth of Cideries and Retail Craft Beverages
 - Harvesting tree run juice apples for long term storage
 - Heirloom and European variety specific apple requests

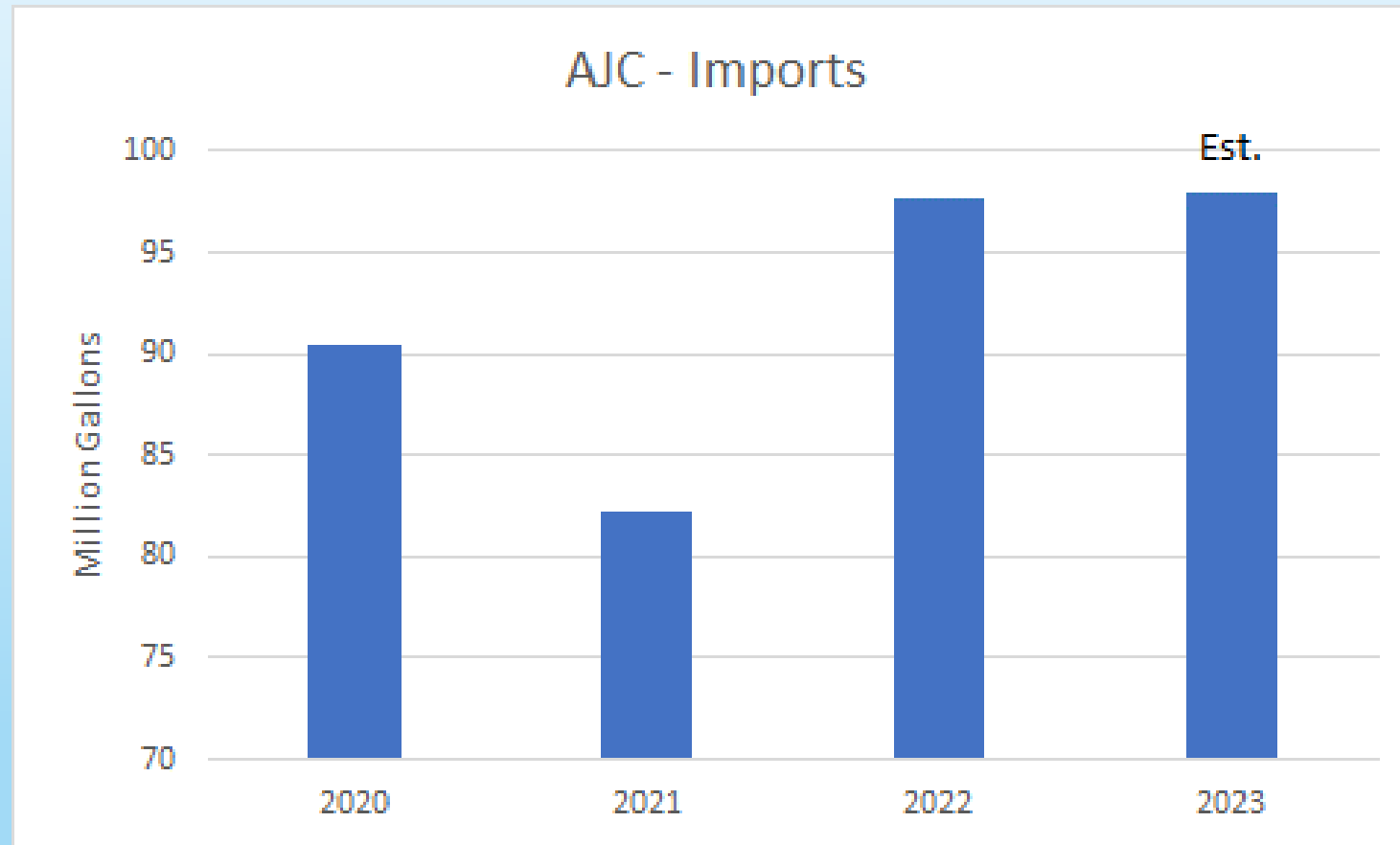
Shelf Stable Juices



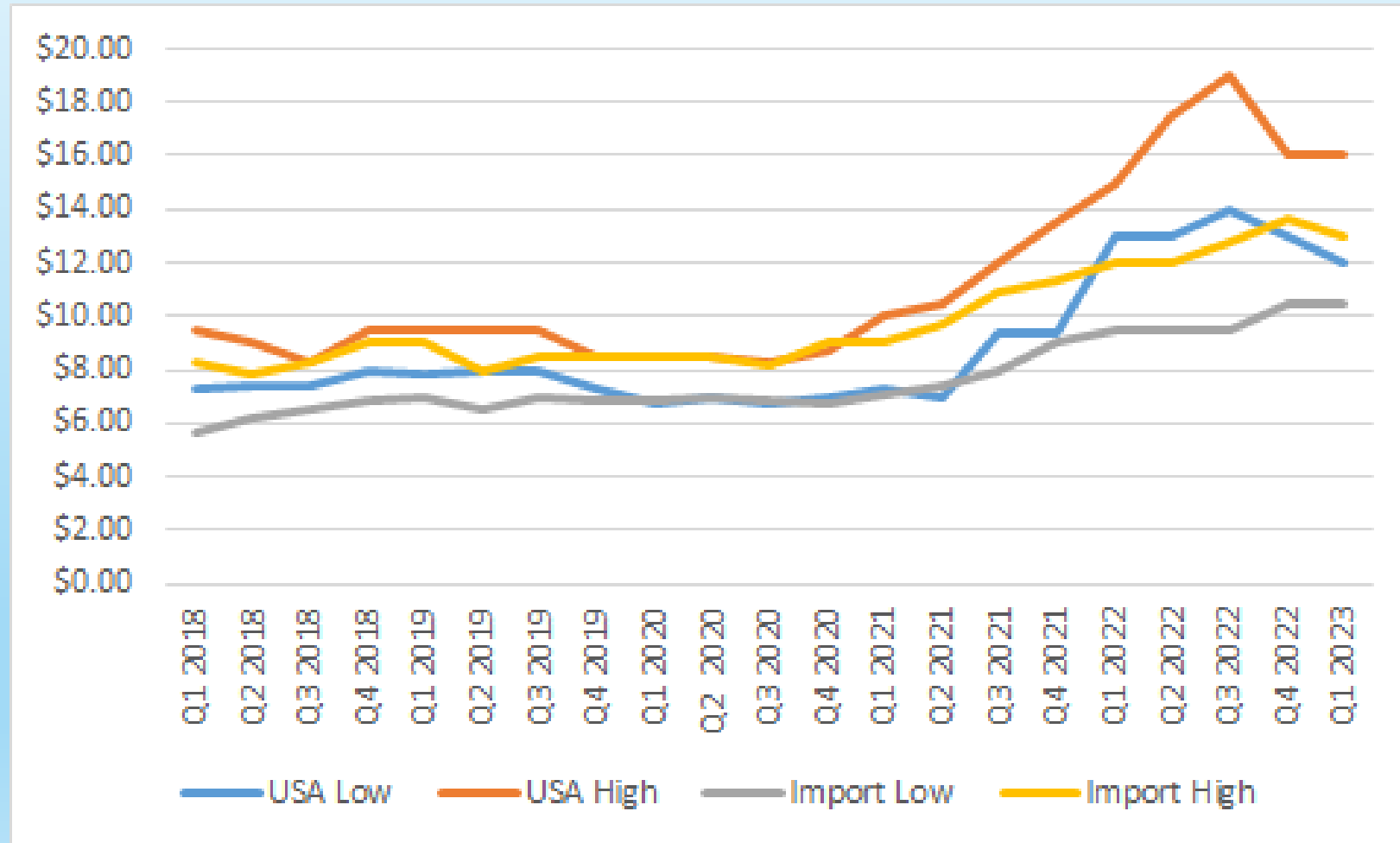
Store Displays



Apple Juice Concentrate Imports



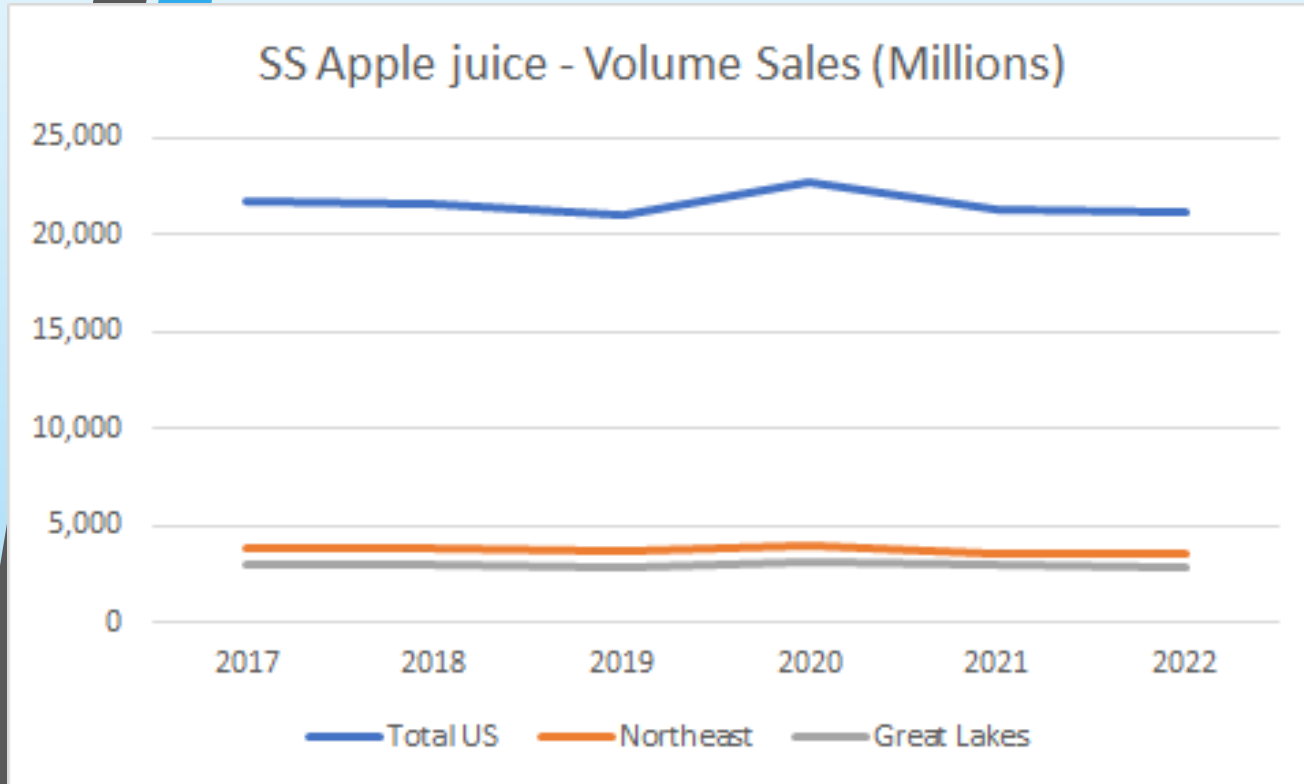
AJC – USA Domestic vs. Import Price/gallon





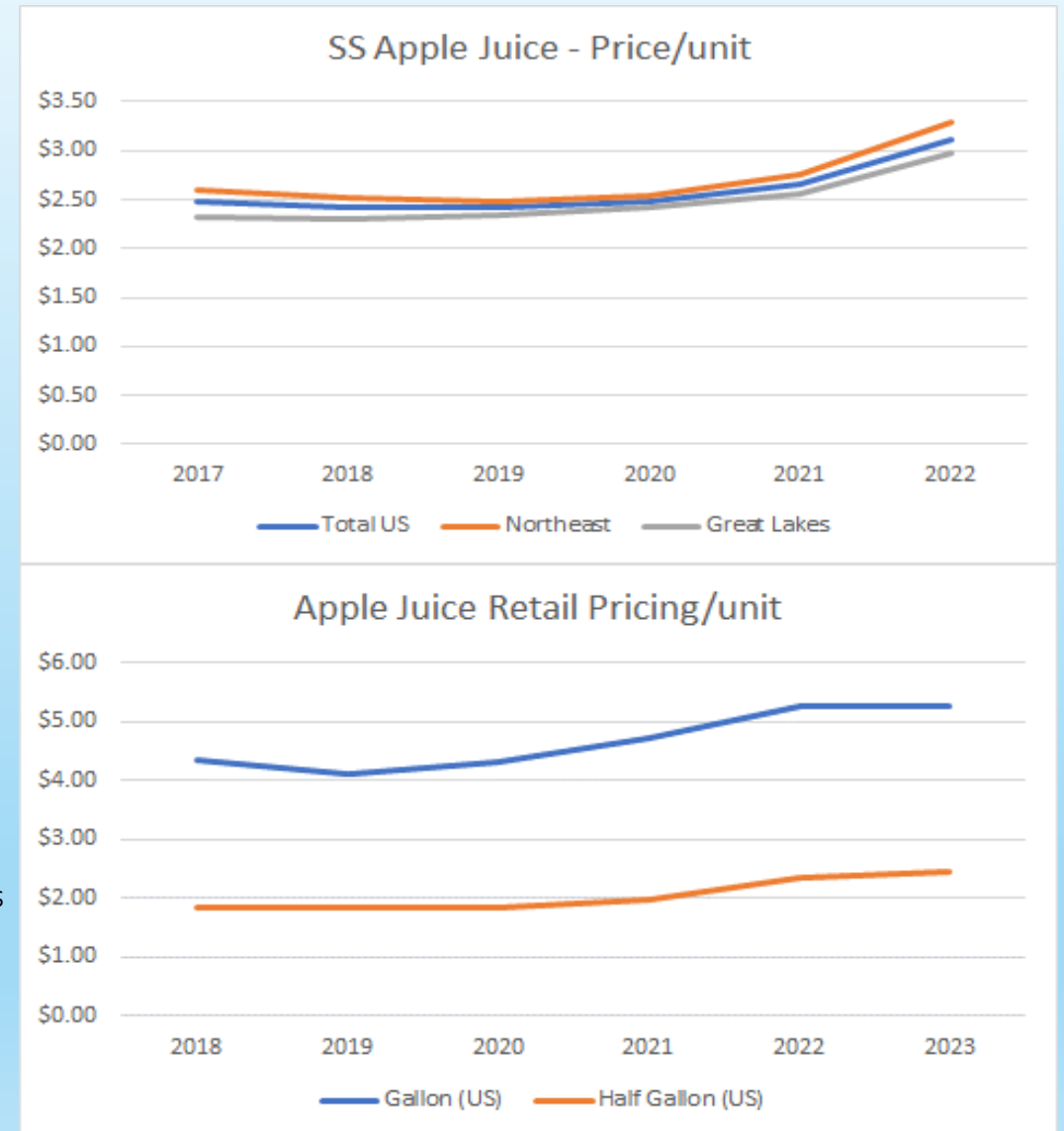
NFC Apple Juice

SS Apple Juice Sales



IRI Worldwide/USDA-AMS

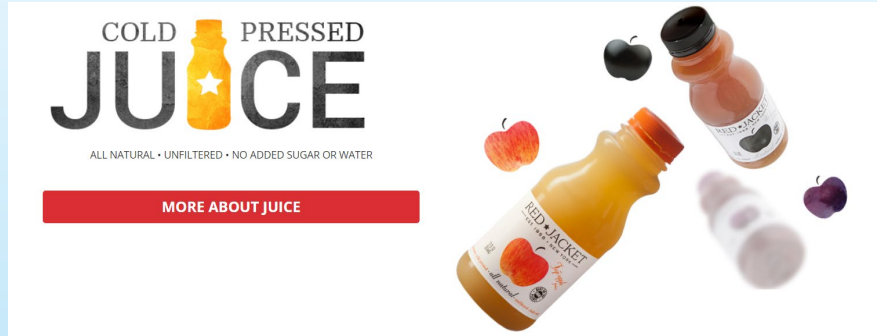
ACV 99.75%





RFG Sweet Apple Cider

Fresh Cold Pressed Juices



Red Jacket Orchards (Geneva, NY)



Juice Press (New York, NY)



Fully Rooted (Pawtucket, RI)



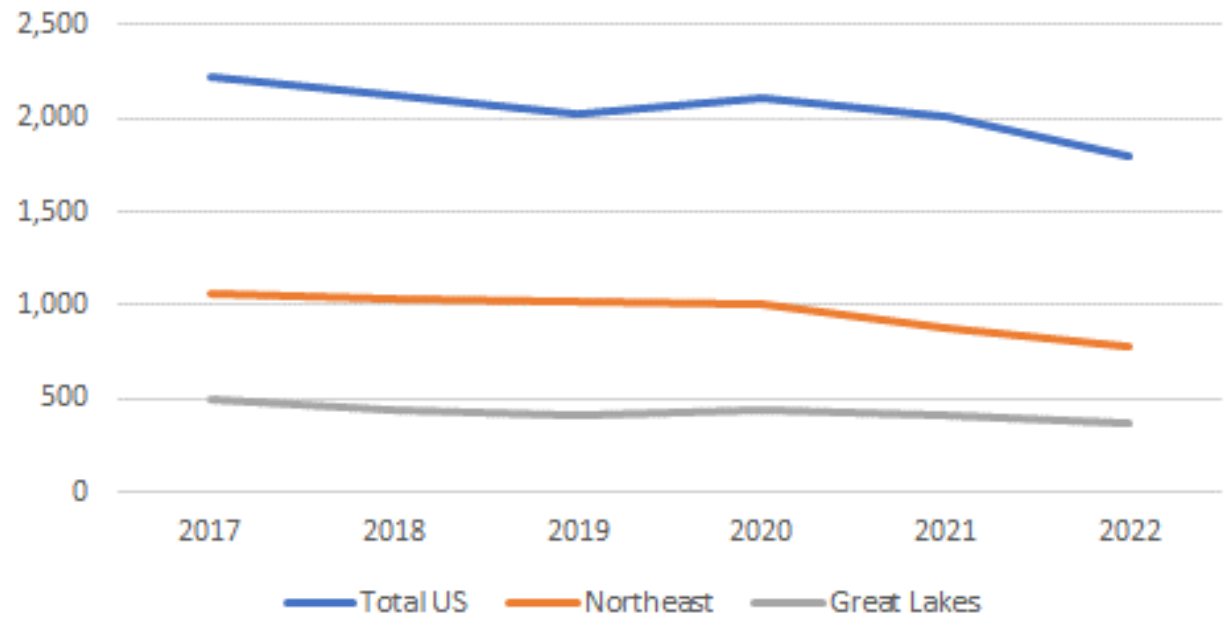
People's Pressed (New Bedford, MA)

Store Displays



RFG Sweet Cider Sales

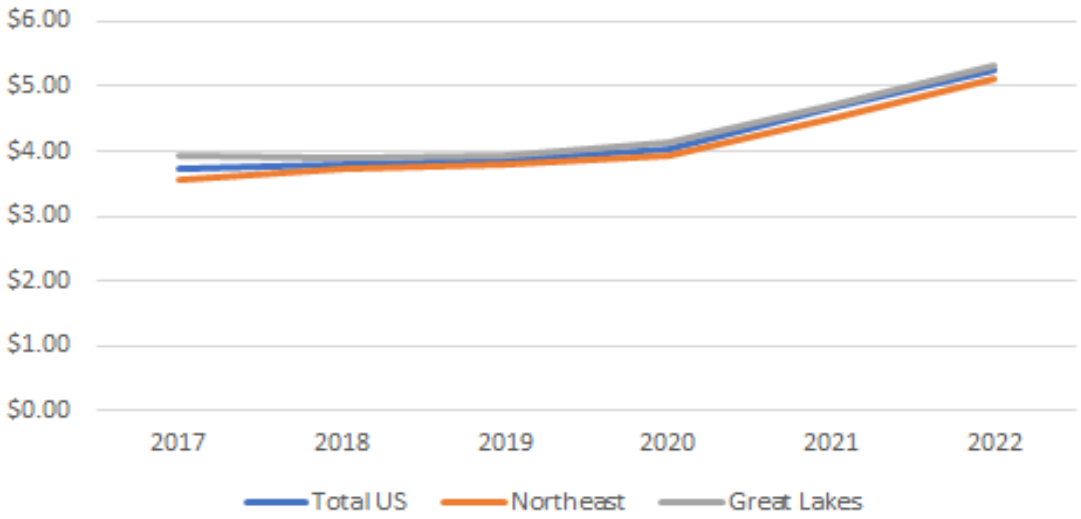
RFG Cider - Volume Sales (Millions)



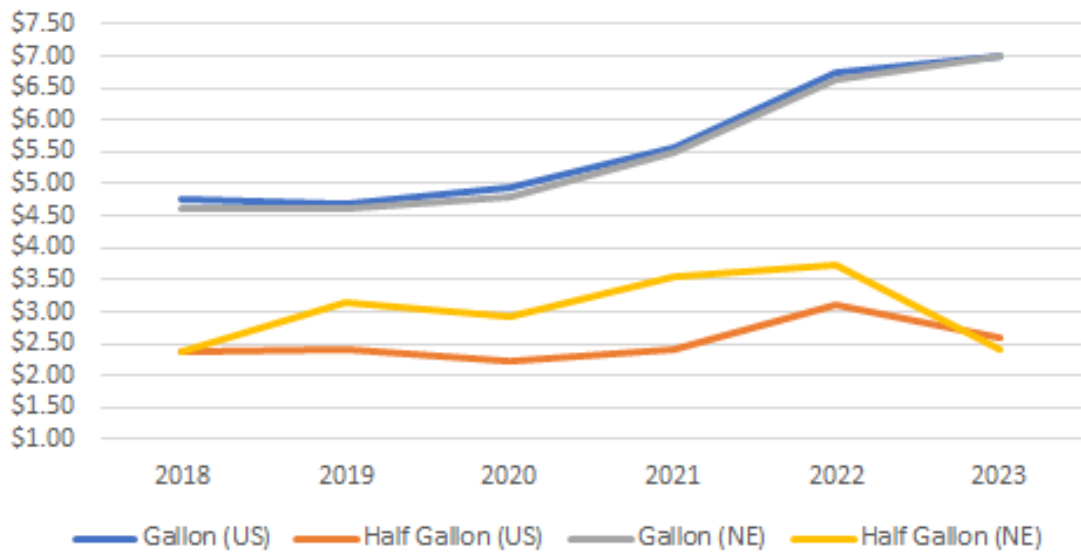
IRI Worldwide/USDA-AMS

ACV 80.75%

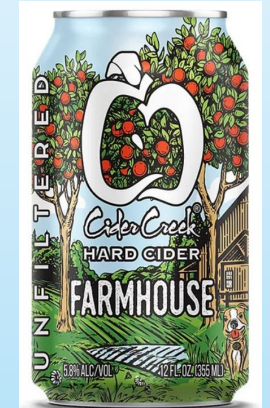
RFG Cider - Price/unit



Sweet Cider Retail Pricing/unit



Cider Brands



Store Displays



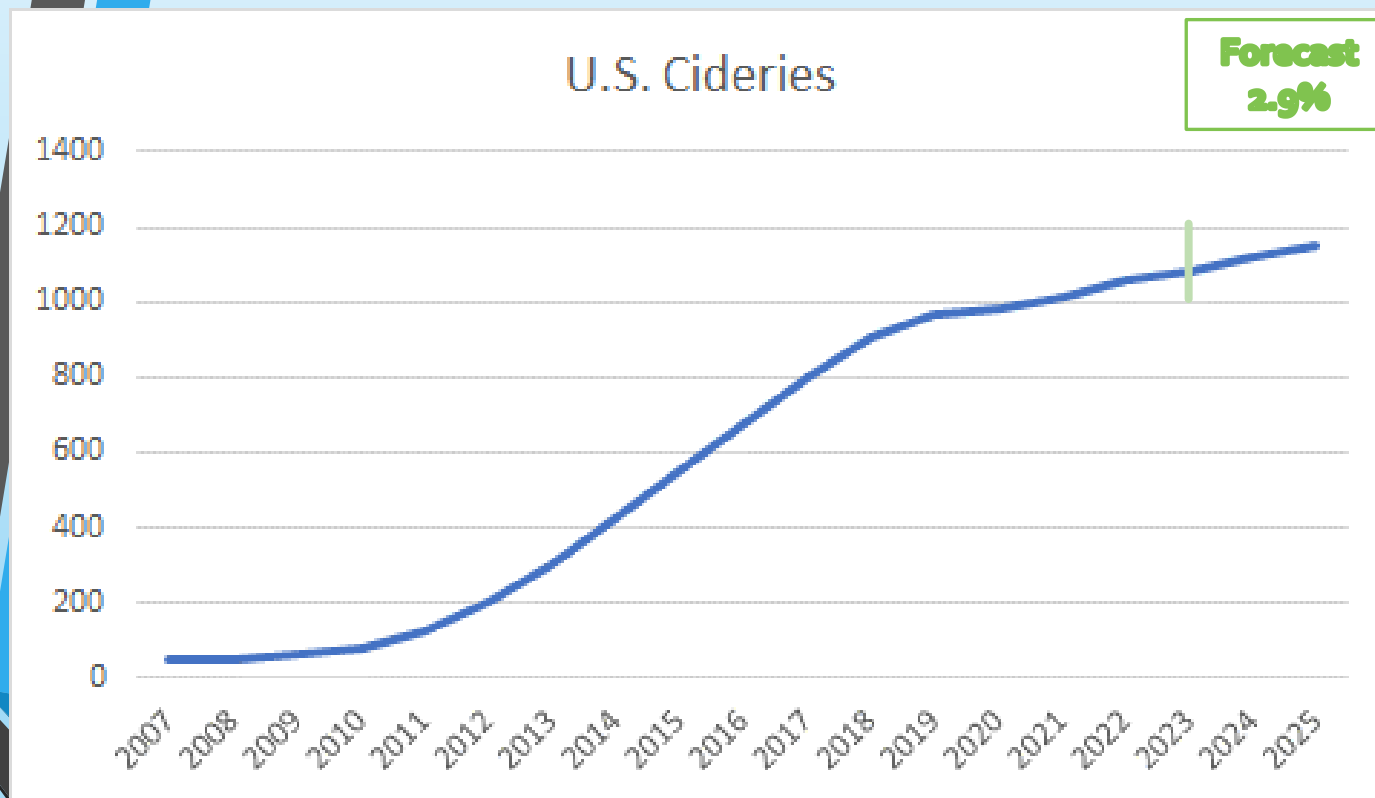
Cider Category Growth

- Craft Beverage Market Growth – Beer, Cider, & Seltzer
- Growth of Farm Cideries
 - Consumers enjoy connecting with small cideries – Agri Tourism
 - Viewed as local and sustainable agricultural-based products
 - Willingness to experiment with bold innovative flavor profiles
- Unique Ciders – sweet, sour, dry, and effervescent

History of Cider in the U.S.A.

- Widely consumed in the 18th & 19th Centuries
- Most production ceased in the early 20th Century
- Resurgence has been significant in the 21st Century
 - Strongest growth in areas where apples are grown
 - Continued growth will require market research and consumer studies

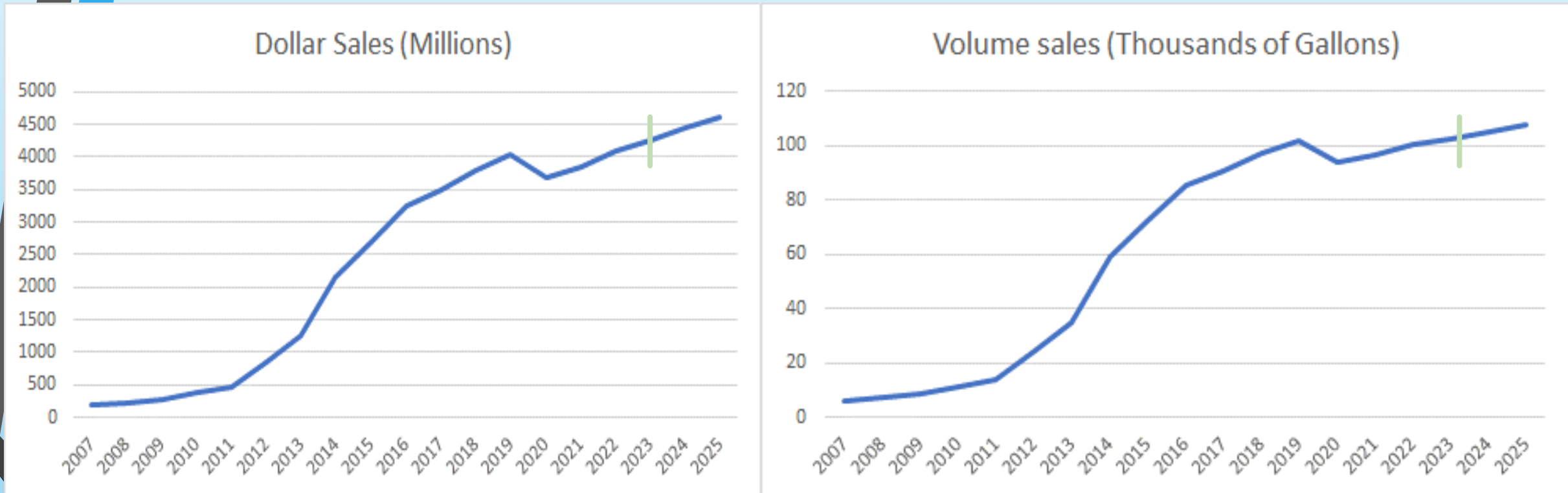
U.S.A. Cideries



Cideries by State, 2021	
New York	125
Michigan	113
California	109
Washington	83
Oregon	77
Pennsylvania	57
Massachusetts	31
Virginia	31
Colorado	31
Vermont	28
Ohio	25
North Carolina	25
Total	735
	72.8%

Sundale Research, 2021

Cider category growth

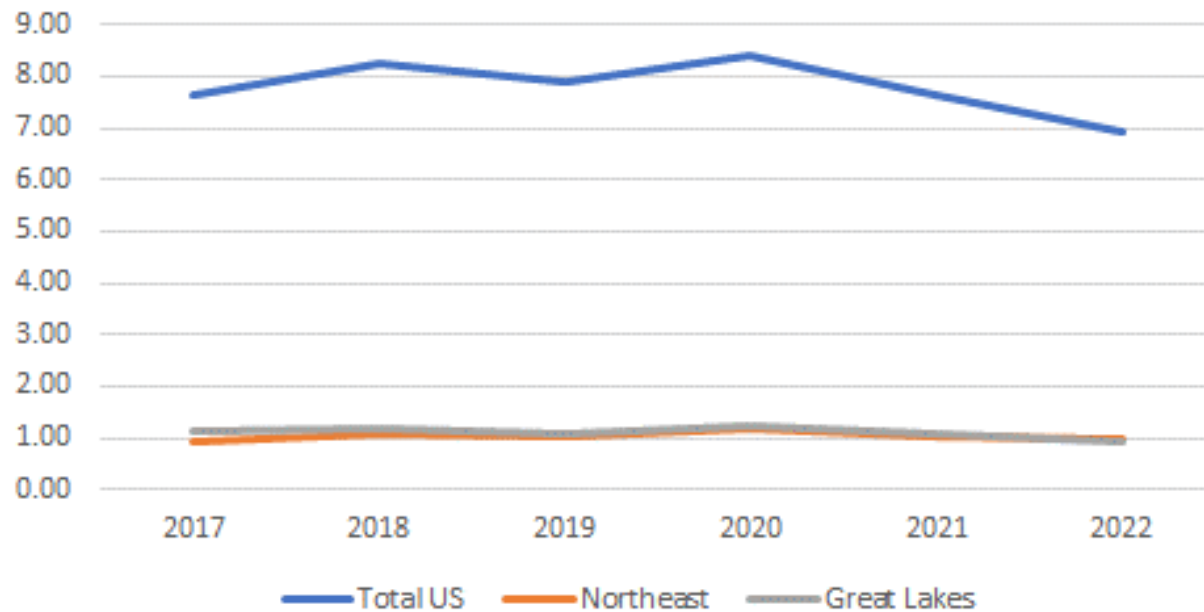


Cider consumption growth

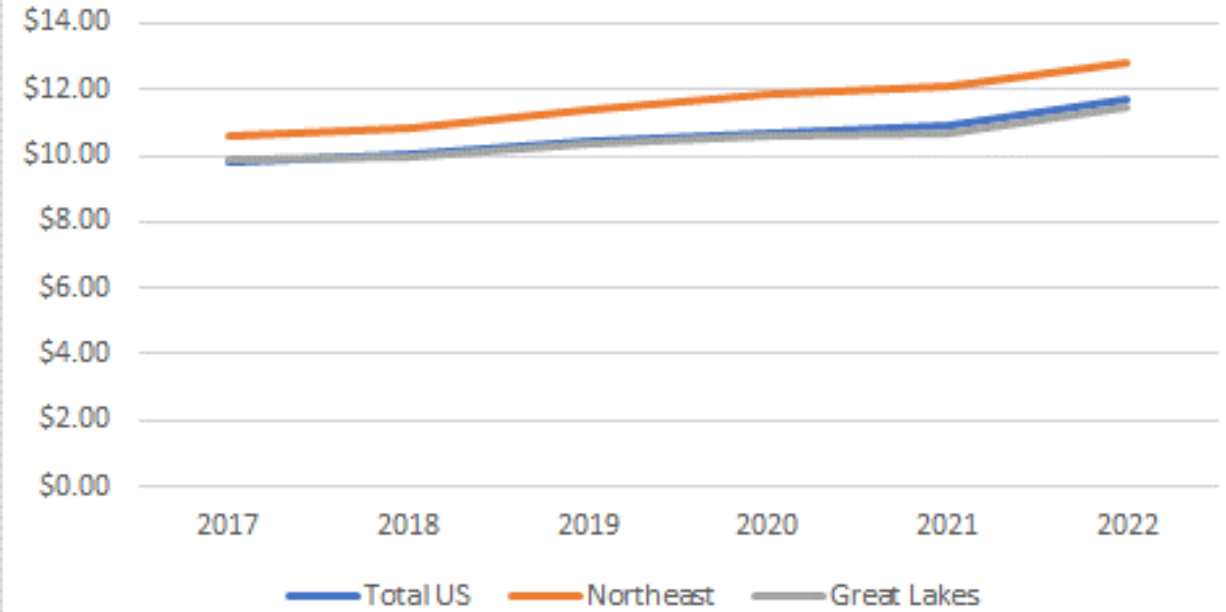


Cider Sales

Alcoholic Cider - Volume Sales (Millions)



Alcoholic Cider - Price/unit



ACV 76.25%



NEW YORK STATE HARD CIDER 2020 ECONOMIC IMPACT

125+
HARD CIDER
PRODUCERS

6,148
EMPLOYED

\$520
MILLION
IN WAGES

4.2
MILLION
GALLONS SOLD

\$1.7
BILLION

1.4
MILLION
CIDERY VISITS

\$378
MILLION
TAXES PAID

TOTAL ECONOMIC
IMPACT

\$279
MILLION
TOURISM SPEND



WWW.NEWYORKCIDERASSOCIATION.COM

#NEWYORKCIDER

1. 1911 Established

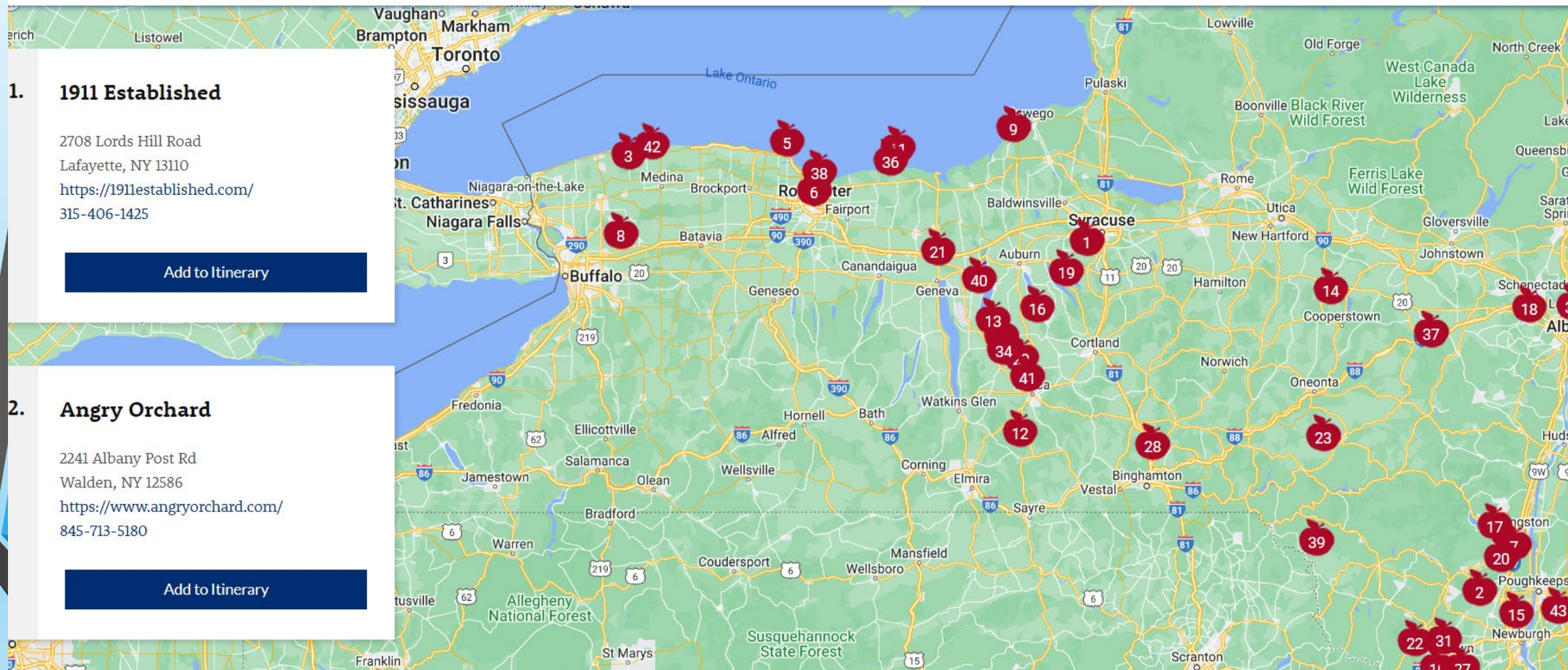
2708 Lords Hill Road
Lafayette, NY 13110
<https://1911established.com/>
315-406-1425

Add to Itinerary

2. Angry Orchard

2241 Albany Post Rd
Walden, NY 12586
<https://www.angryorchard.com/>
845-713-5180

Add to Itinerary





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[RECIPES](#)

[FIND APPLES](#)

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[VARIETIES](#)

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Find Cider and Apple Spirits Makers

Use our handy map to find a sweet (unfermented) cider, hard cider and apple spirits makers near you. All of the sweet cider makers listed here produce their ciders from New York state apples. All of the hard cider makers and spirits distillers listed here produce their wares using New York state apples or sweet cider to start.

Business Name



City Name or Zip Code

Enter location



25 mi



Cider Marketing

Cider sales increase leading up to Thanksgiving and the July 4th holiday weekend. We've launched Pick Cider--our version of 'Got Milk!'--to work cooperatively with industry partners around these holidays. The goal is to garner more market share for cider and solidify cider as the beverage of choice for food-centered holidays.

We make cooperative marketing materials, like the Pick Cider logo and print advertising buy-ins, available to our active members. We also maintain [PickCider.com](#) to share recipes and member events.

Email pickcider@ciderassociation.org to learn more about our current campaign.

7 Hard Cider Seltzers and Light Ciders to Try This Summer

June 13, 2022 / Emily Kovach

Love 'em or hate 'em, hard seltzers are dominating the beverage scene these days. Low-calorie, low-carb and low-ABV, they speak to a certain day-drinking vibe, maybe by the pool, or after a hike, when you just want to chug something for refreshment and a subtle boozy buzz.

The craft cider industry is vying for a piece of this action, and in our opinion, is putting out some of the best hard seltzer/spritzer-type drinks out there. One of the reasons is that the fermentable sugars in apples are tastier — you know it's true — than the mass-produced hard seltzers that use cane sugar or malted barley to create alcohol. A second reason is that most of the craft cider seltzers we've come across use natural fruits and herbs for flavorings, not "essences," extracts or artificial sweeteners. Many hard cider seltzers and light ciders are also balanced, not cloying, which is great because even when we want to explore cider's lighter side, we still don't want it to taste like fruity soda.

Here are seven cider seltzers and light ciders to add to your summer rotation:

Austin Eastciders Seltzers





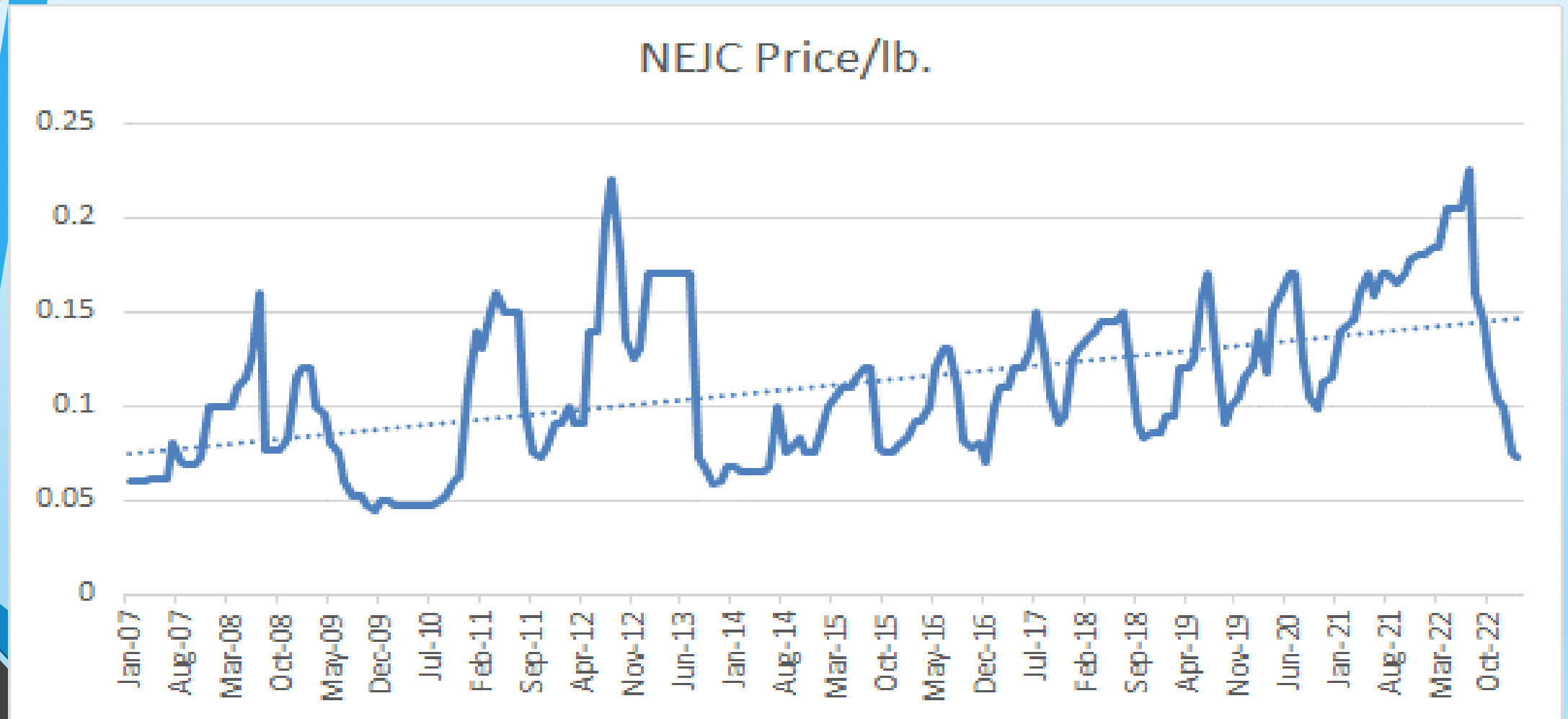
Juice & Cider category

STEADY
GROWTH
DEMANDS A
STEADY APPLE
SUPPLY!

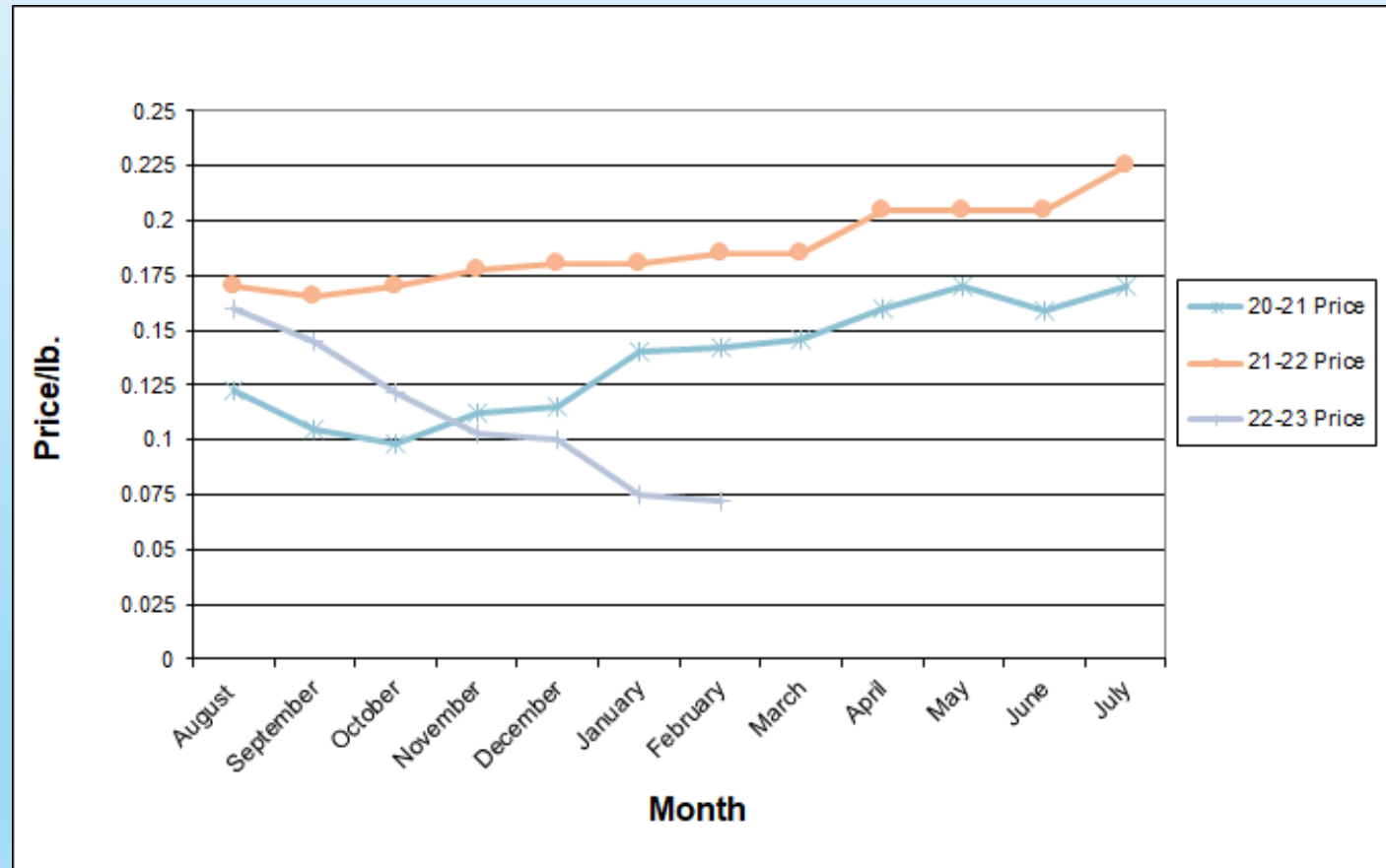
NEJC Juice Apple Pricing Trends

- NEJC historical pricing
- Multiple factors influencing juice apple pricing
 - Crop availability for sales and storage
 - Competitive pressures
 - Storage space availability

NEJC Historical Pricing



NEJC Historical Pricing – Last 3 years



Future growth drivers/opportunities

- Work together as an industry to drive continued growth success
 - Expand on sales opportunities where possible – customer/consumer engagement
- Build supply solutions with our domestic apple product sources
- Processed apple product development and innovation needed
- National
 - US Apple Association
 - American Cider Association
- State
 - NY Apple Association
 - NY Cider Association
 - New England Apple Association
 - And others...





Questions

Thank You!

2023 Crop is on the Horizon

