Oregon State University's Craft Cidery Startup Workshop is an entrepreneurship course that aims to expose students in the various facets of the business side of the cider industry. This course will be instructed by a variety of local cidery owners, regulators and small business consultants. Through in-depth discussions and lectures, students will gain firsthand knowledge pertaining to business planning, market feasibility, ingredients sourcing, orchard management, distribution, recipe development and national regulations.

Students interested in owning their own ciderhouse or similar fermented beverage business will find this course informative, as it is taught by individuals with firsthand experience and knowledge of the American cider industry. In addition to daily lecture, students will have the opportunity to visit and explore local cideries in and around Portland, OR.

Coffee and lunch will be provided every day of the workshop and a Happy Hour is scheduled for Monday night at the Schilling Cider House. If you have dietary restrictions, please alert workshop coordinator, Katie Klump-Hensley, as soon as possible so we may do our best to accommodate your request.

**Instructors:**
- **Jason Barker** – Senior Counsel, Holland & Knight LLP
- **Chris Blanchard** – Founder, Longdrop Cider
- **Nick Gunn** – Owner, Benchgraft Cider Consulting and President, NWCA
- **Steven Hallstone** – Brand Manager, Widmer Brothers Brewing and Square Mile Cider
- **Anne Hubatch** – Owner, Alter Ego Cider
- **Scott Katsma** – Head Cidermaker, Seattle Cider Co.
- **Marcus Robert** – Operations Manager and Cidermaker, Tieton Cider Works
- **Nat West** – Owner and Cidermaker, Reverend Nat’S Hard Cider

**Guest Speakers:**
- **Emily Ritchie** – Executive Director, Northwest Cider Association (NWCA)
Class Locations
Sunday, June 10 – Thursday, June 14, 2018
Widmer Brothers Brewing Company at 929 N. Russell St, Portland, OR 97227.

Field Trips:
Sunday, June 10 Happy Hour 4:45 – 6:30 p.m.
Happy Hour at Schilling Cider House at 930 SE 10th Avenue, Suite A2, Portland, OR 97214. Appetizers and first two draft drinks will be covered by course fees. Parking in available onsite. ID is required for entrance to the cider house.
*Transportation will not be provided.*

Wednesday, June 13 – 2 – 4 p.m. Portland Cider Company Tour
Portland Cider Company is located at 8925 SE Jannsen Road, Building F in Clackamas, OR 97015. NOTE: We will be touring the Clackamas location, not the Portland location on SE Hawthorne. Also, transportation is not provided. Please contact the program manager if you do not have your own transportation to and from the tour site.

Parking
There is parking in the Widmer Brothers Brewing lots (located at N Russell Street and N Mississippi Avenue).

Itinerary
Sunday, June 10
9 a.m. – 12 p.m.  *Chris Blanchard, Longdrop Cider Co.*
Class Introductions: what are your plans?
Starting up: Longdrop Cider Co. – real world example
How to start quickly
12 – 1 p.m.  Lunch
1 – 4 p.m.  *Chris Blanchard, Longdrop Cider Co.*
Elements of a business plan
Interactive SWOT analysis
4:30 – 6:30 p.m.  Happy Hour at Schilling Cider House

Monday, June 11
9 a.m. – 12 p.m.  *Nick Gunn, Benchgraft Cider Consulting*
Location planning
Facility design
Operations
12 – 1 p.m.  Lunch
1 – 4 p.m.  Marcus Robert, Tieton Cider Works
Orchard operations

Tuesday, June 12
9 a.m. – 12 p.m.  Steven Hallstone, Widmer Brothers Brewing & Square Mile Cider
Brand development and the Square Mile Cider Story
360 marketing plan on a budget
12 – 1 p.m.  Lunch with Emily Ritchie, Executive Director of the NW Cider Association
1 – 3 p.m.  Jason Barker, Holland & Knight LLP
Laws governing cider production
Labeling and packaging
Corporate law considerations
3:45 – 5 p.m.  Cidery Tour - TBD

Wednesday, June 13
9 a.m. – 12 p.m.  Anne Hubatch, Alter Ego Cider
Cider industry insight: Alter Ego Cider case study
Cidery production and sales
12 – 1 p.m.  Lunch
1 – 2 p.m.  Travel to Portland Cider Company
2 – 4 p.m.  Cidery Tour – Portland Cider Company

Thursday, June 14
9 a.m. – 12 p.m.  Nat West, Reverend Nat’s Hard Cider
Tactical sales and fundraising
12 – 1 p.m.  Lunch
1 – 4 p.m.  Scott Katsma, Seattle Cider Company
Ingredient sourcing
Recipe development

Student Learning Outcomes:

- Understand and successfully execute the many steps it takes to open a cidery
- Learn what trends are coming in the markets where you source your ingredients
- Gain an understanding of the best equipment for your cidery
- Know which permits you will need as well as how regulatory enforcement works
- Develop your industry network
Learning Resources:
Powerpoint presentations and other resources from the instructors will be shared via a Google Drive that you can access for six months after the workshop.

Attendance:
Due to the intensive nature of the workshop, it is to your benefit to show up on time every day in order to stay on track with the rest of the class. If something comes up and you are unable to attend all or part of a class day, please let the workshop coordinator know in advance if possible:

Katie Klump-Hensley, PACE Program Manager
katie.klump@oregonstate.edu
541-737-3113

Conduct in the Classroom:
In an academic community, students and instructors each have responsibility for maintaining an appropriate learning environment. Students and instructors have the responsibility to treat each other with understanding, dignity, and respect. Students and instructors are expected to conduct themselves in the course in compliance with the Oregon State University’s regulations regarding civility.

Each of us will be expected to treat all others with the same respect as they would want afforded themselves. Disrespectful behavior to others (such as harassing behavior, personal insults, inappropriate language) or disruptive behaviors in the course (such as persistent and unreasonable demands for time and attention) is unacceptable and can result in dismissal from this course.

Refund Policy:
See https://pace.oregonstate.edu/refund-policy for the cancellation and refund policy for this course.