



Entretiens
Cidricoles 2018



The German Fruitwine and Cider market

A colorful tradition





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Fruitwine and Cider in Germany



Fruitwine



Honey based





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Winter drinks





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Apple

Traditional Apfelwein





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Apple

Cidre

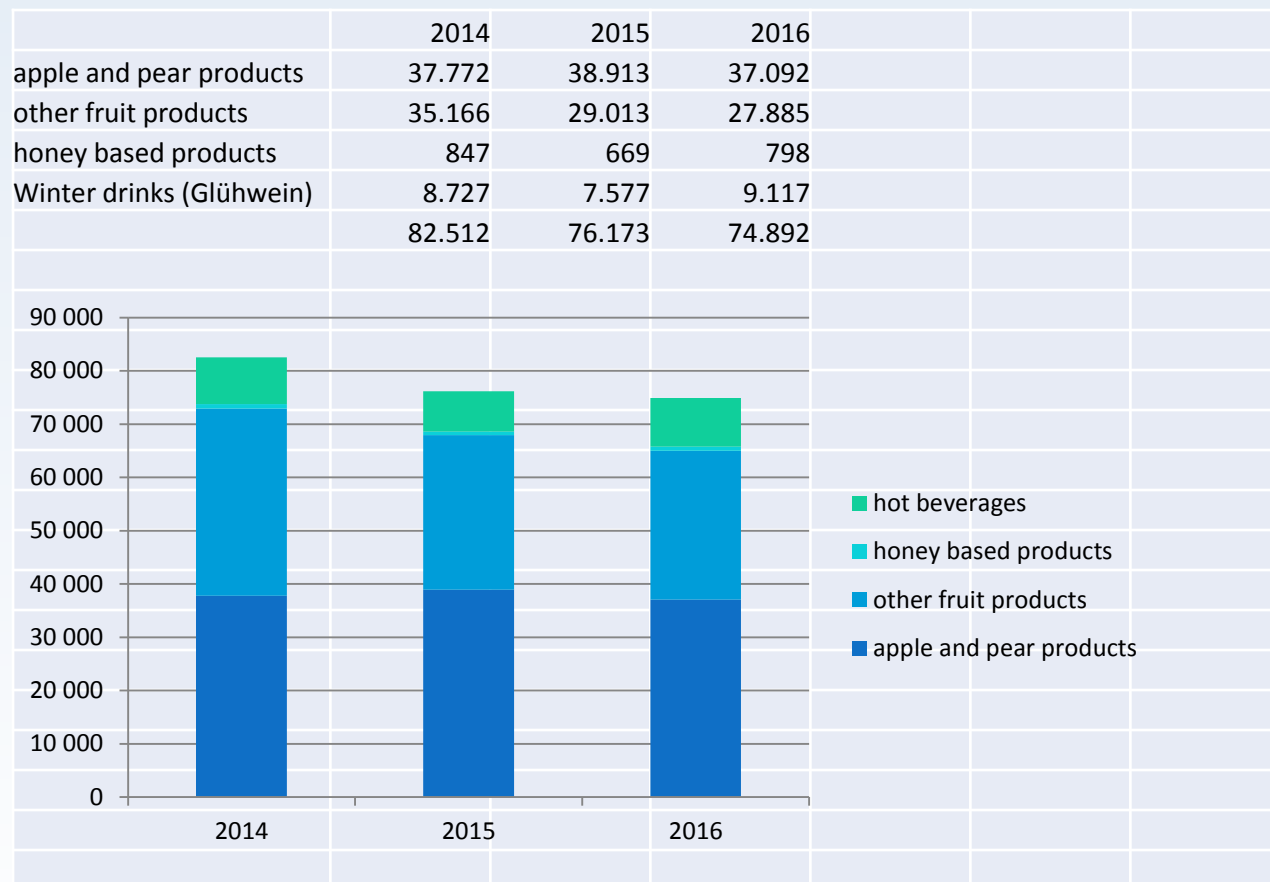


Cider





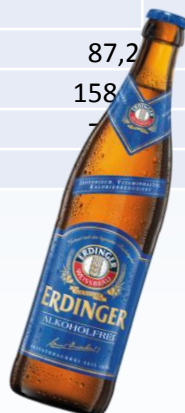
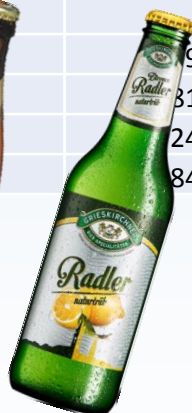
Cider and Fruitwine, produced in Germany





Beverages in Germany

per capita consumption		Germany 1991 - 2016					
		1991	2000	2010	2016	1991/2016	2010/2016
Beverages without Alc.	Juice	37,2	40,6	36,3	33,0	-11,29	-9,09
	Soft drinks	86,6	105,7	118,2	116,3	34,30	-1,61
	Water	79,0	106,8	136,3	152,7	93,29	12,03
		202,8	253,1	290,8	302,0	48,92	3,85
Beverages with Alc.	Beer	142,7	125,3	107,4	104,0	-27,12	-3,17
	Wine	20,0	19,0	20,5	20,6	3,00	0,49
	Fruit Wine	2,3	1,4	1,1	0,9	-60,87	-18,18
	Sparkling Wine	4,7	4,1	3,9	3,7	-21,28	-5,13
	Spirits	7,5	5,8	5,4	5,4	-28,00	0,00
		177,2	155,6	138,3	134,6	-24,04	-2,68
Hot Beverages	Milk	9,4	87,2	82,4	82,0	3,27	-0,49
	Coffee	31,0	158	153,3	162,0	-10,50	5,68
	Tee	24,5		75,8	80,5	228,57	6,20
		84,9		311,5	324,5	13,90	4,17



Products with impacts to our market



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Global Cider Forum

AICV

Global Cider Forum Frankfurt



www.global-cider-forum.com



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Global Cider Forum

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Global Cider Forum Frankfurt

September 14 Stadthaus am Markt Am Markt 1 63110 Frankfurt am Main	09:00 AM – 09:15 AM	Welcome Jean-Pierre Stassen and Martin Heil President and Vice President of AICV	14 Speaker from 7 countries
	09:15 AM – 09:45 AM	Welcome Speech Dr. Rainer Waldschmidt CEO of Hessen Trade & Invest GmbH	
	09:45 AM – 10:15 AM	Changes in the global economy Dr. Jörg Krämer Chief Economist at Commerzbank AG	
	10:15 AM – 10:45 AM	Consumer Trends in Cider Kevin Baker Senior Consultant at Global Data	
Break		US Cider Market trends Bruce Nissen President of the US Cider Makers	
	11:15 AM – 11:45 AM	How consumer view the market Johannes Dorn Member of Management Board at Rheingold Institut GmbH & Co. KG	
	11:45 AM – 12:15 AM	The influence of internet culture and the implications for cider brands Claire Hyland Marketing and Advertising at Thinkhouse	
Lunch	12:15 AM – 12:45 AM	Kopparberg – The story Peter Bronsman CEO of Kopparbergs Bryggerier AB	
	02:00 PM – 02:20 PM	World apple market outlook Dr. Hartmut Haverland CEO of Bucher Unipektin AG	Large Room
	02:20 PM – 02:40 PM	Today's Cider Market - an Analytic Approach Peter Chambers Master Student of University of Geisenheim	Conference Room
Break		Using cider to promote your business Thomas Feda, Managing Director, Tourismus+Congress GmbH	
	03:10 PM – 03:35 PM	Cider @ night – How we can bring cider into night clubs Madjid Djamegari Owner at Gibson Club in Frankfurt am Main	
	03:35 PM – 04:00 PM	Motivational Research about cider Lisbeth de Winter Qualitative Research Director at Ipsos SA	
	04:00 PM – 04:25 PM	New market update – Eastern Europe Sharon Walsh Senior global cider director at Heineken	
Moderation		N.N. China and wine market Steffen Ball	

www.global-cider-forum.com

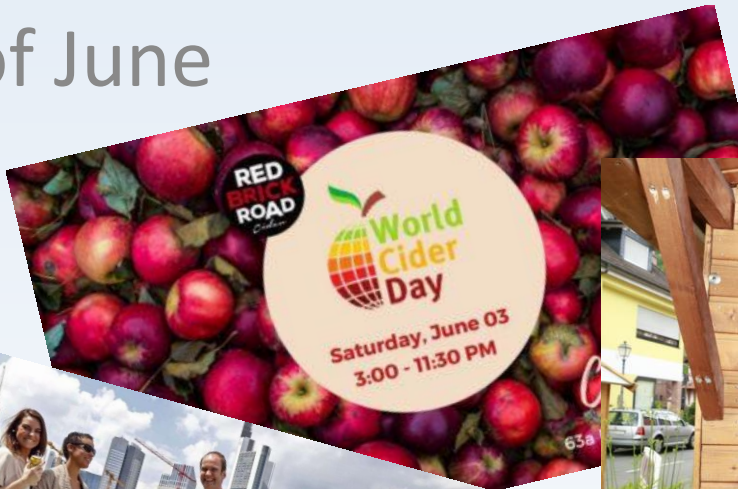


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World-Cider-Day

AICV

World Cider Day 3rd of June



www.worldciderday.com