



# AusCider 2022

19-20  
MAY

BATLOW  
NSW

## Craft Cider: Scaling up with integrity

### THU 19 MAY

1-3pm **Cider Australia AGM** (Batlow Literary Institute, Batlow)

3pm-5.30pm **Cidery/Orchard Tour & Workshop** (departs Batlow)

6pm-10pm **AusCider 2022 Dinner** (Tumut River Brewing Co, Tumut)

### FRI 20 MAY

8am-5pm **AusCider 2022 Conference Sessions** (Batlow Literary Institute, Batlow)

Leading international cider experts will join an impressive line-up of Australian speakers at AusCider 2022, the only conference of its kind in Australia. The program includes a tour and workshop, conference dinner and a full day of cider education sessions.

Keynote presenter **John Stanley**, an internationally-respected retail marketing and horticulture expert, will deliver the keynote address **It's Time to Get Naked** exploring the new post-Covid marketplace and strategies to increase customer count and average sales per customer. John will also lead an interactive workshop **The Devil is in the Detail** as part of the cidery and orchard tour that drills down into what individual businesses need to do to successfully develop new ideas in 2022 and beyond.

For those able to extend their visit to the region, AusCider 2022 coincides with the annual **Batlow CiderFest** on Saturday 21 May ([www.batlowciderfest.com.au](http://www.batlowciderfest.com.au)).



## SPEAKERS

- **John Stanley**, retail consultant, trainer & speaker, John Stanley Associates (WA)
- **Gregory Peck**, Assistant Professor of Horticulture Sustainable Fruit Production Systems, Cornell University (US)
- **Kathleen Arnink**, Lecturer in the Enology and Viticulture program in the Food Science Department, Cornell University (US)
- **Lee Reeve**, owner-operator/CEO at inCider Japan (Japan)
- **Yann Gilles**, cidermaking & distilling consultant, Founder of Malus & Vitis (France)
- **Warwick Billings**, President of Cider Australia and co-owner of LOBO Cider (SA)
- **Dr Eveline Bartowsky**, R&D Manager and Applied Microbiologist, Lallemand Australia (SA)
- **Madeleine Way**, PhD candidate, University of Tasmania (TAS)
- **Tim Jones**, Consultant, RDS Partners (TAS)
- **Tom Frankcomb**, Variety Development Manager, APAL (TAS)
- **Kevin Dodds**, Temperate Fruits Development, NSW DPI (NSW)
- **Aphrika Gregson**, Technical Officer, NSW DPI (NSW)
- **Oritain Global** (NZ)

Note: To operate in a Covid-normal world, we are planning to live-stream the Conference Sessions. This will allow our international speakers to present virtually, and for virtual attendance, opening up the event to more people.



# Ticketed events

- Cidery/Orchard Tour & Workshop** (Thu 19 May, 3pm - 5.30pm)  
 Departs Batlow Literary Institute (67 Pioneer Street, Batlow)  
 Includes orchard walk and cidery visit and 1.5 hour workshop hosted by John Stanley. Return transfers to Batlow TBC.
- AusCider 2022 Dinner** (Thu 19 May, 6pm - 10pm)  
 Tumut River Brewing Co (1/5 Capper Street, Tumut)  
 Includes 3 course dinner and a welcome drink. Return transfers to Batlow TBC.
- Conference Sessions** (Fri 20 May, 8am - 5pm)  
 Batlow Literary Institute (67 Pioneer Street, Batlow)  
 Includes morning tea, lunch and afternoon tea. Virtual attendance is possible.

Entry to ticketed events can be purchased separately or as a package. Members of Cider Australia receive a discount. EARLY BIRD pricing (package only) is available until 8 April 2022.

AusCider 2022 Price (\$AUD)	Package (Conference Sessions, Tour/Workshop & Dinner)		Tour/Workshop	Dinner	Conference Sessions	Virtual conference
	EARLY-BIRD (until 8 April)	STANDARD (from 9 April)				
Cider Australia Member	165	195	30	70	110	30
Non-Member	220	260	50	80	150	50

THANKS TO OUR AUSCIDER 2022 SUPPORTERS

