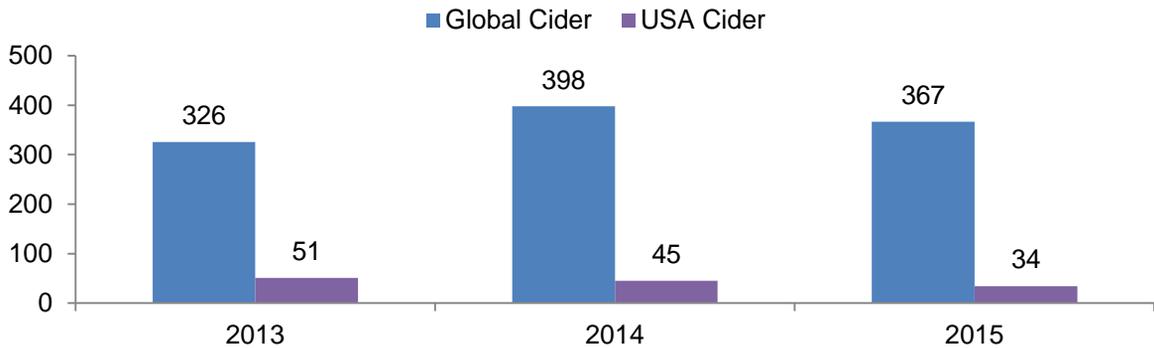


Mintel Update Alcoholic Cider Product Launch Trends

Feb 2016

of alcoholic cider product launches, Global vs. US, Jan. 2012 – Dec 2015



of US alcoholic cider product launches, by fruit ingredient group, Jan. 2013 – Dec. 2015

Fruit Ingredient Group	Total Sample
Pome Fruits (and all children)	46.40%
Fruit Juice (and all children)	25.00%
Fruit Concentrates (and all children)	16.70%
Berries and Other Small Fruits (and all children)	7.10%
Red Fruit (and all children)	7.10%
Stone Fruits (and all children)	3.60%
Tropical, Sub-tropical and Exotic Fruits (and all children)	2.40%
Total Sample	100.00%

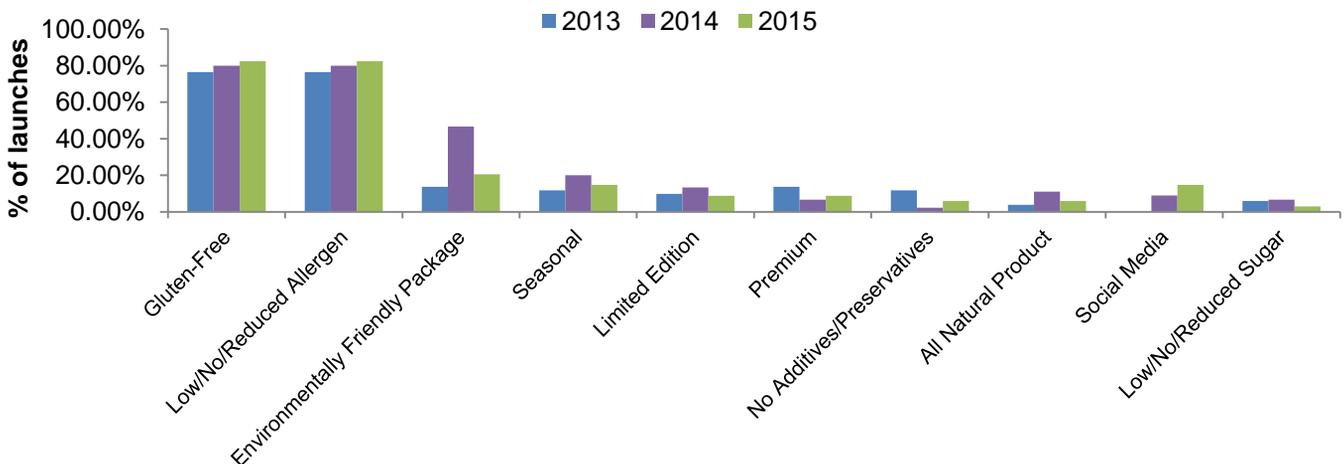
Total US Cider sample = 130 products

of US alcoholic cider product launches, by most active fruit ingredients, Jan. 2013 – Dec. 2015

Fruit Ingredient	Total Sample
Apple Juice	21.40%
Apple Juice Concentrate	14.30%
Apple	9.50%
Granny Smith Apple	3.60%
Marion Blackberry	3.60%
Pear Juice	3.60%
Red Delicious Apple	3.60%
Apricot	2.40%
Pear	2.40%
Berries and Other Small Fruits	1.20%
Total Sample	100.00%

Total US Cider sample = 130 products

of US alcoholic cider product launches, by most active claim, Jan. 2013 – Dec. 2015



For more information on fruit ingredient trends, please contact Tree Top at 509.698.1435

US Alcoholic Cider Product Examples

Feb 2016



Leprechaun Pomegranate Fresh Hand-Picked Apples Cider - Click [here](#) for product details



Rogue Fruit Salad Cider is packed with cherries and plums grown on the company's own farm in Tygh Valley, Oregon. Click [here](#) for product details



William's Dragon Breath Hard Apple Cider Spiced with Ginger. contains natural ginger flavor. Click [here](#) for product details



Moa Brewing Company Kiwi Fruit French Oak Fermented and Aged Cider. Click [here](#) for product details

Product spotlight: New and interesting launches from the US

Forbidden Lavender Ale



No Label Brewing Co. Forbidden Lavender Ale is described as a Belgian style flower ale brewed with honey malt and lavender flowers. The manufacturer states that they combine traditional brewing methods with some not-so-traditional flavors, creating a whole lot of refreshing and exciting results. The unfiltered and unpasteurized product is said to be smooth, crisp and flowery.

Three Pepper Hard Cider



Seattle Cider Co. Three Pepper Hard Cider is limited edition, brewed in small batch. This cider has an aroma of green jalapeños, combining the taste of fresh cut poblano, habanero and jalapeños peppers to offer a kick followed by a subtly sweet finish. It is naturally gluten free and made from a custom blend of fresh pressed, Washington grown apples and handcrafted with all natural ingredients.

North America Alcoholic Cider Trends

Feb 2016

Mintel GNPD 2016 Category Insights – [Cider and Beer](#)

Flavored ‘malternatives’ offer great potential

Flavored malt beverages (FMBs) is one of the fastest growing trends in the North American beer industry, with sales taking off at a similar rate to craft beer. Described as flavored drinks prepared from malted grains to which natural or artificial flavors (and sometimes colors) have been added to make them taste sweet. While sweet flavored malt beverages is particularly soaring, consumer research shows that FMBs could appeal to various demographics. Such innovations are mostly well received by Millennial beer drinkers who seek new, sweeter and exciting flavours.



MillerCoors ‘fruit-forward’ ale gives a little more flavor and excitement



MillerCoors (MC) has also looked to innovate around flavoured malt beverages. In March 2015, MC's Redd's Ale brand launched two new varieties of its very popular ‘fruit-forward’ ale: Redd's Green Apple Ale and Redd's Wicked Mango. Redd's Green Apple Ale is a brilliant, light-golden beer that serves up a dose of green apple flavour with an exceptional balance of crisp and tart. At 5% ABV, the beer boasts a clean, slightly dry, yet smooth finish. Its mischievous cousin, Redd's Wicked Mango, offers a rich, golden colour and bold mango flavour rooted in crisp apple tones at 8% ABV. The flavour of Redd's Wicked Mango starts out strong but finishes smoothly for easy drinkability and a refreshingly hard kick of taste.

The company also plans of developing its own Hard Soda range, which is said to be a ‘genuine white space opportunity’.

For more information on fruit ingredient trends, please contact Tree Top at 509.698.1435