

Tennessee Hard Apple Cider and Tennessee Distillery Industry

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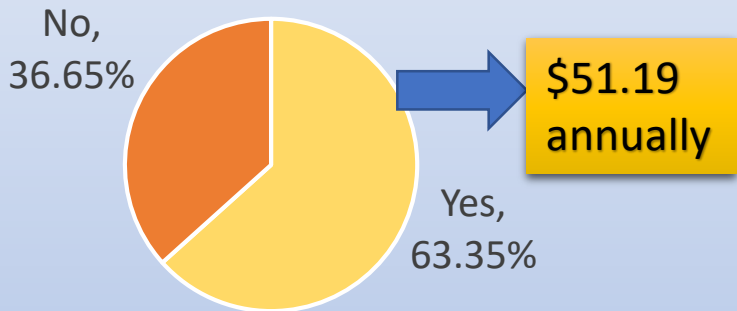
**Farm and Ferment Workshop
Murfreesboro
January 10, 2023**

Market Feasibility Assessment for Hard Cider Production and Sales from Tennessee

- USDA-Ag Marketing Service Funding (FSMIP)
- Personnel: David W. Hughes, Kimberly Jensen, Carlos Trejo-Pech, David Lockwood, Robert Holland, and Megan Bruch Leffew
- Survey-based Publications:
 - **Tennessee Consumers (EB W856 Tennessee Consumers' Views about Cidery Visits)**
 - **Tennessee Actual-Potential Retailers (W 1098 Selling Tennessee Locally Made Hard Apple Cider)**

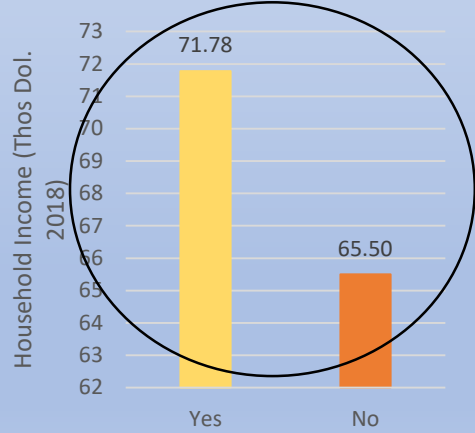
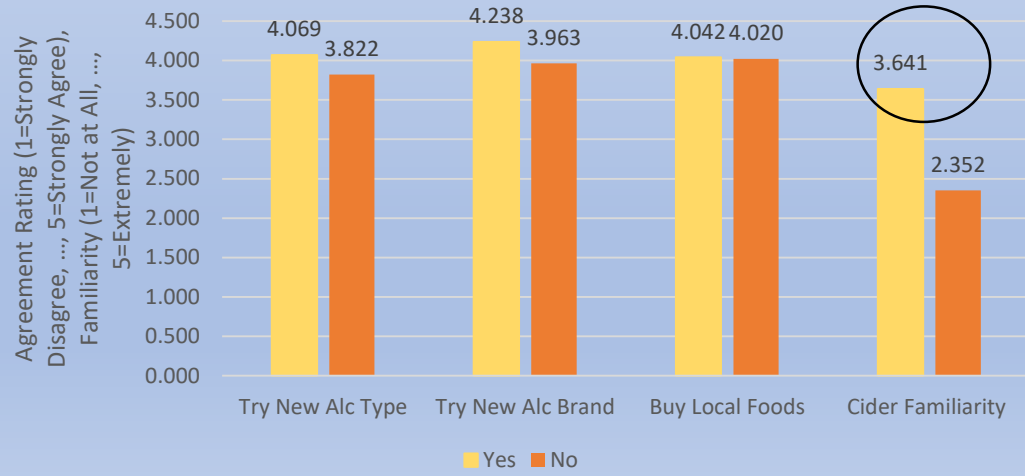
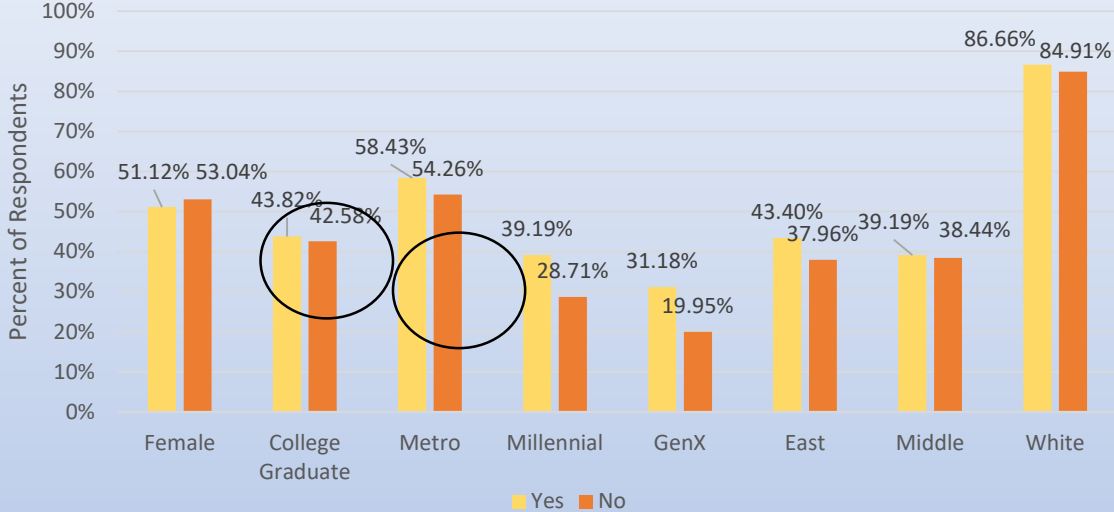
Past/Current Cider Consumers

Percent Have Purchased
Hard Apple Cider

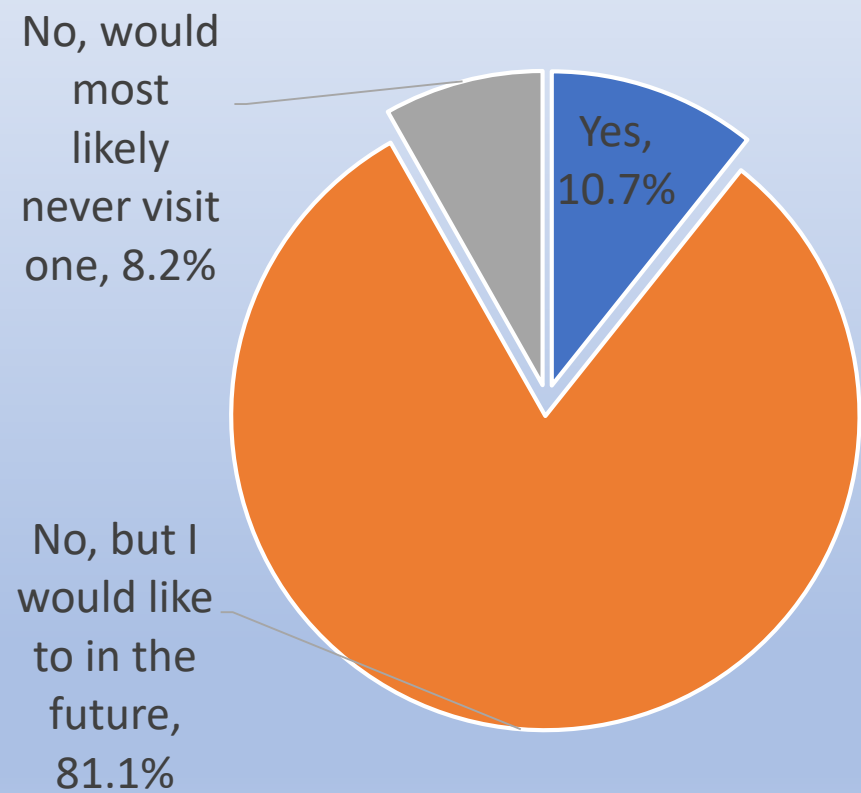


N=1,116, Yes=707, No=409

Demographics and Attitudes Over Past Cider Purchase



Future Cidery Visits



**Respondent Past Visits or Visit Intentions
to a Tennessee Cidery (N=1,261)**

Frequency would Visit a Tennessee Cider Making Facility	
Category	Percent
Less than once per year	20.5
Once per year	38.1
Two times per year	34.1
Once a month	5.7
Once a week	0.8
More often than once a week	0.9

Actual-Potential Retailers Survey

Distributed to 106 Breweries, 10 Cideries-Meaderies, 59 Distilleries, and 63 Wineries in Tennessee

Major Findings:

Largely Recovered from impacts of COVID-19

Sales Mainly on-site

Lack of Customer Interest not a major issue

Where to Source Local Hard Cider a major issue

Interested in All Types of Help,

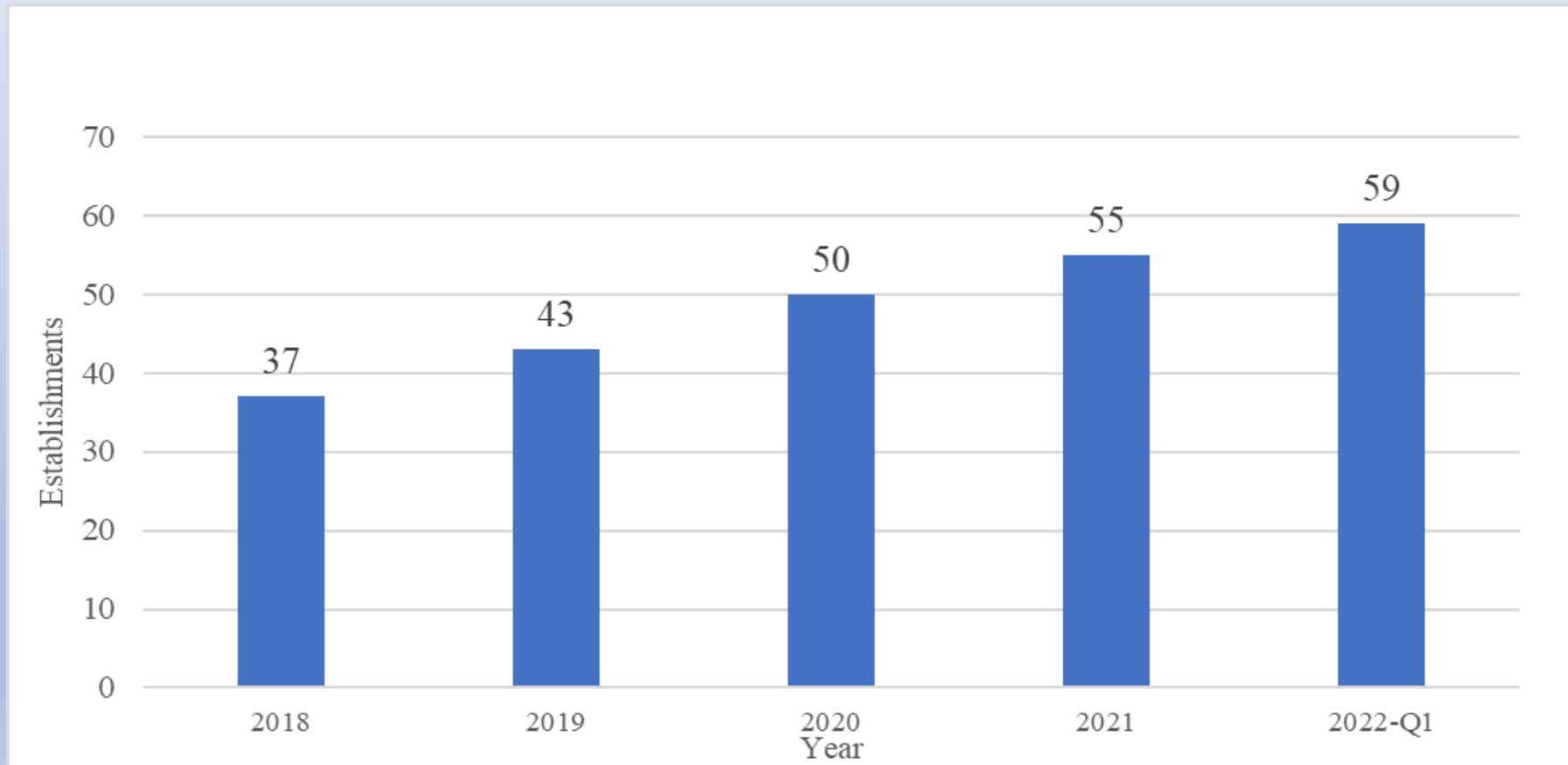
But Especially with Marketing and Using Local Apples

The Growing Contribution of the Tennessee Alcoholic Products Distilling Industry to the Tennessee Economy

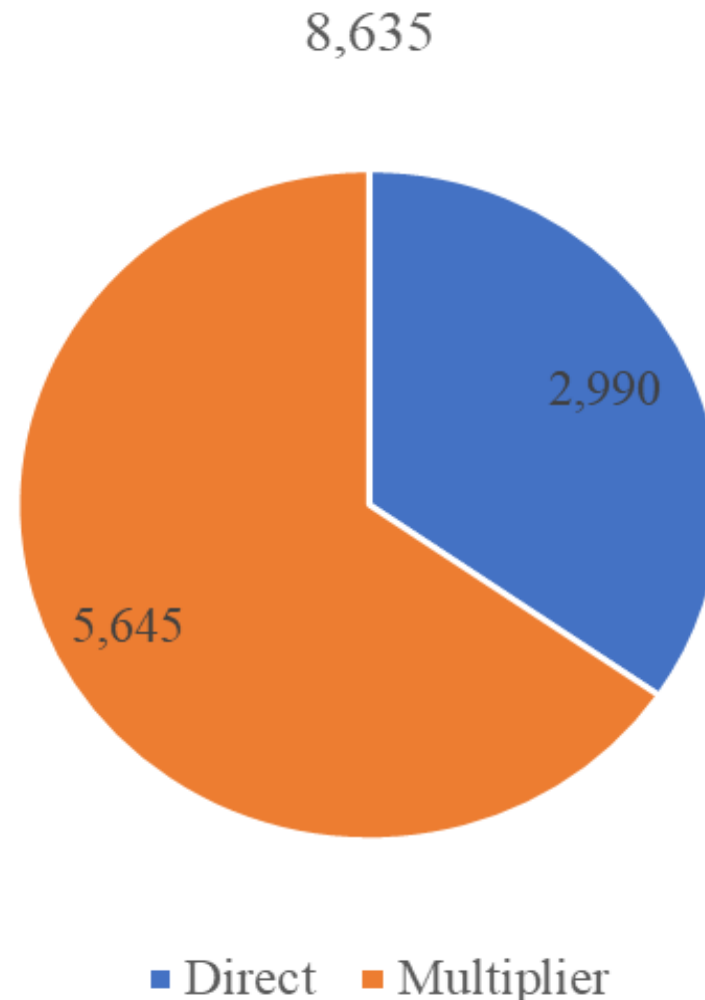
Based on: Survey of Tennessee Industry
Economic Model of the Tennessee Economy (Multiplier-based)

Rapid Growth

Number of Tennessee Distilleries, 2018-first Quarter, 2022.

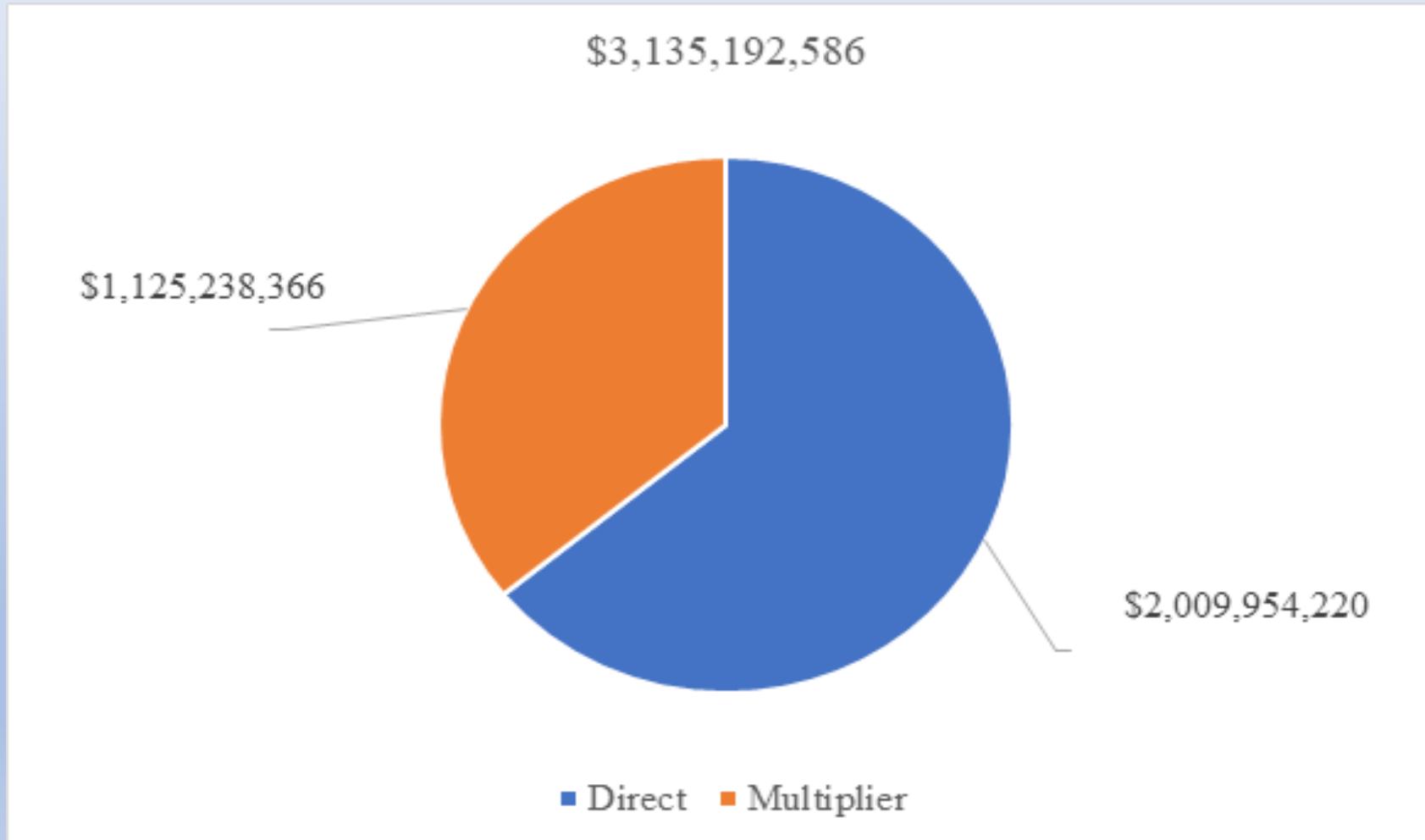


Direct and Multiplied-Based Employment Impact due to the economic activity of Tennessee Distilleries.



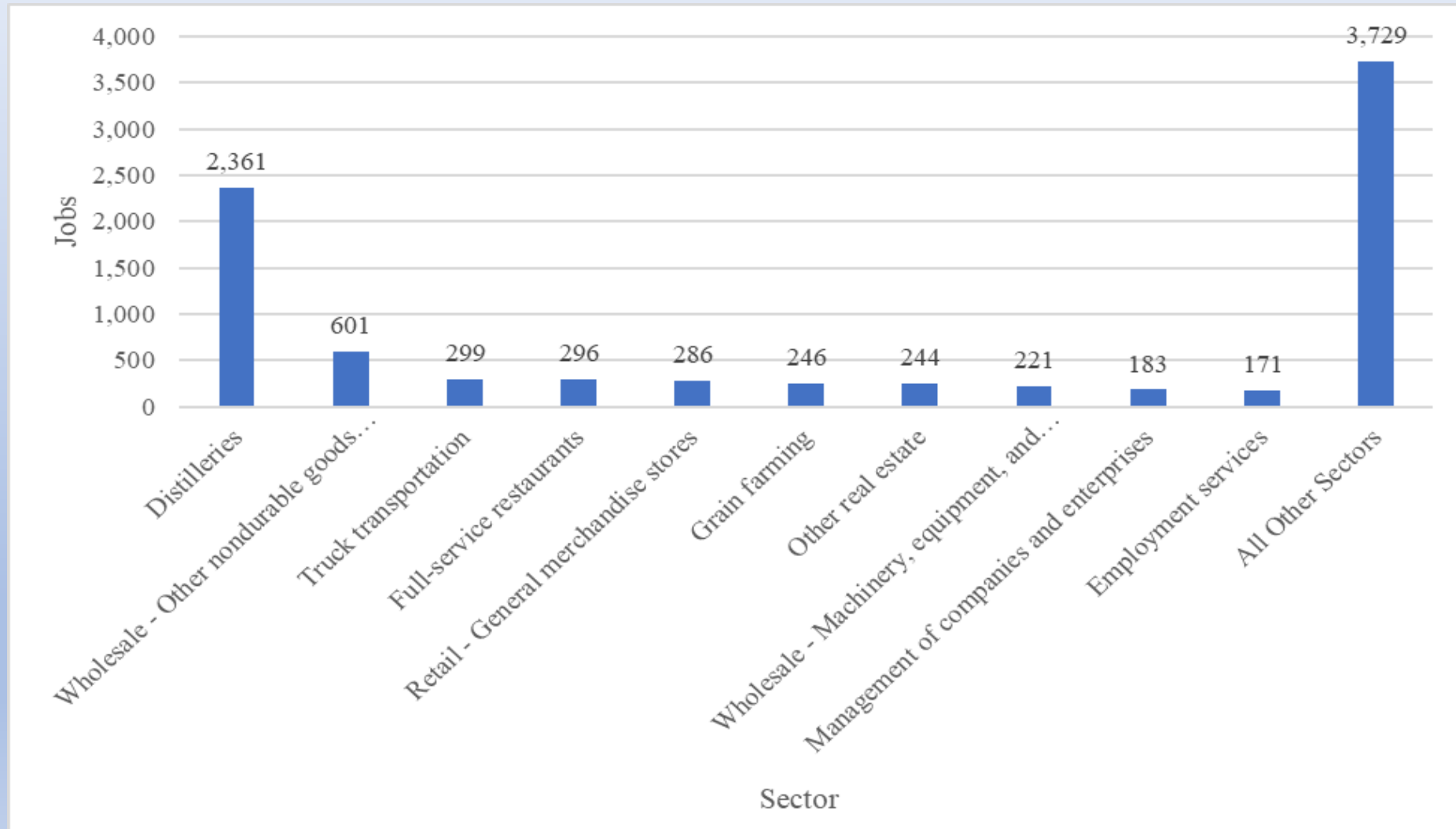
1 Industry Job-
1.53 Jobs in the
State Economy

Direct and Multiplied-Based Output Impact due to the economic activity of Tennessee Distilleries.



\$1 Industry- \$1.56 in the State Economy

Distribution of Employment Impacts



Distillery Industry Impact Summary

- Growing and substantial impacts
- Growth is spread thorough out the state

Questions, Comments,
Thank You!
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