



CIDER

The most sustainable alcoholic beverage.



SUSTANABLE CIDER

- Apple trees absorb CO₂
- No or low tilling
- High in biodiversity
- Low erosion
- Low water consumption
- Local produce, low transportation
- Low or no need for cooling
- Low or no need for additives
- Local consumption
- Potential for high percentage of organic
- Making use of discarded fruit



STRONGER TOGHETER



CIDER ON THE RISE

- Strong interest and growth in Sweden and Norway
- More knowledgeable customer
- Huge potential



NEEDS

- Education
- Promotion
- Legislation
- Statistics



CORNERSTONES

- Welcoming and inclusive
- Experimental mindset



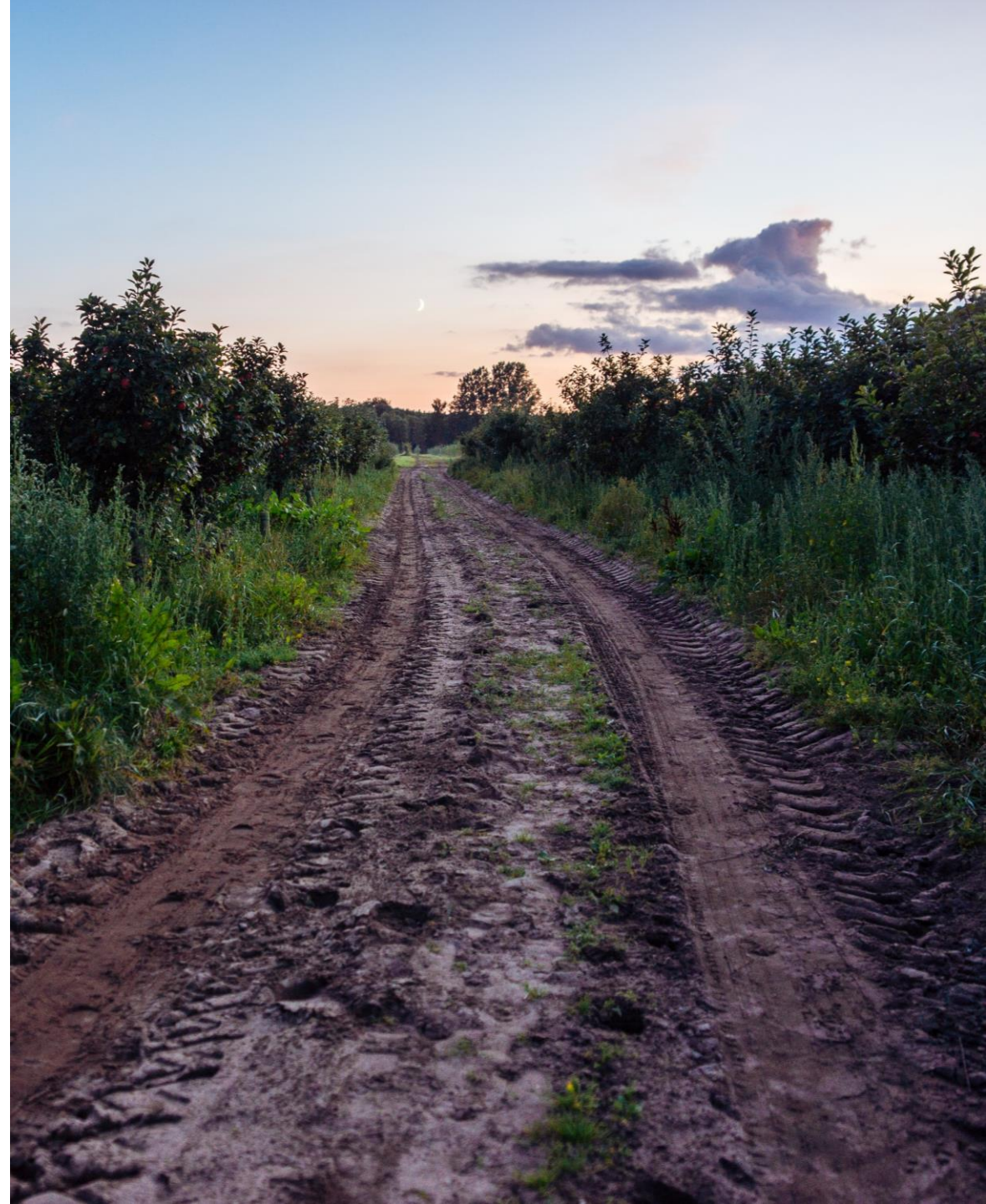


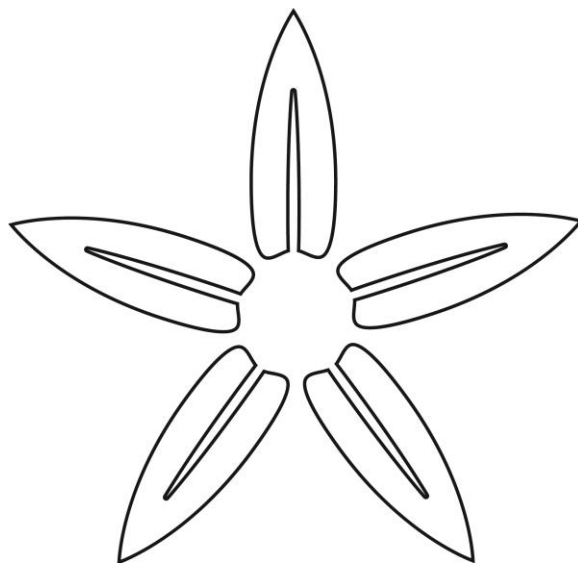
BROAD DEMOGRAPHIC

FORWARD

- Different organisation for different needs
- Regional clusters
- National organisations
- Cooperation across borders
- Engage your community

- Collaboration between beverage types
- Learn from other areas





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