

Premium Cider—the Hot New Trend

Gowan's Leads the Premium Cider Category —Topping Premium Wine and Beer in US Alcohol Growth

Philo, CA— Premium cider, wine, and beer sales grew, with premium cider growing 230% faster than premium wine and beer. IWSR Drinks Market Analysis reports that in premium-and-above segments, premium cider led growth in double digits, at +11%. Premium wine grew at (+6%), premium beer (+4%). At the same time, lower priced cider, wine, and beer sales declined significantly. <https://www.theiwsr.com/us-alcohol-sales-in-2022-led-by-premium-spending-across-all-categories/>

With premiumization still driving all segments of beverage alcohol, [Gowan's Heirloom Ciders](#) are uniquely positioned to meet consumer demand. Using only estate grown apples from their 6th generation family farm, Gowan's apples are grown organically and allowed to ripen on the tree. Harvested at the peak of flavor these heirloom apples are pressed fresh, then bottled on-site using the best of both traditional and modern cidermaking techniques. Owning the supply chain allows Gowan's not only to produce delicate flavors and quality just not available in non-premium brands, but also to minimize their carbon footprint.

Currently offering seven types of cider, including **rare single varietals** like Macintosh, Gravenstein and Sierra Beauty, Gowan's Heirloom Ciders are among **the best in the United States**. Focusing on natural fruit forward flavor, Gowan's Cider frequently wins **Best of Show, Best in Class**, and **scores between 90-98** in the largest and most prestigious cider and wine competitions. Consumers are discovering premium ciders, and [Gowan's Heirloom Cider](#), the California leader in this hot new trending category, checks all the boxes.

"The cider we bottle today has been nearly 150 years in the making," says Don Gowan, 5th generation farmer / cidemaker. "We're proud to grow our own apples for our estate cider. We now harvest over 100 different kinds of heirloom apples. These have been curated from around the world for the best flavor in this terroir."

Gluten free, vegan, Non-GMO, low-calorie, and lower in alcohol than beer and wine, premium cider also offers a quality option for consumers in the health and wellness market.

Gowan's have taken a multi-generation long view approach to protecting and sustaining historic heritage farmland. This includes numerous **organic certifications and sustainable practices** such as water and soil conservation, cover cropping, composting and no-till farming. It is so rare for a cider company to grow their own apples that consumers are delighted to discover that historic Gowan's Cider Orchard is also **open for tastings**. In one of the most unique settings in the state, Gowan's Cider Tasting in the Orchard is nestled amidst hundred year trees.

"We're thrilled that consumers are venturing out into these magical orchards and discovering premium estate cider. Visitors love experiencing the different flavors that come naturally from these trees," says Sharon Gowan, farmer/cidemaker. "There's no better place to discover your favorite cider than the orchard where those apples grew."

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Established in 1876, Gowan family orchards are located in Philo, California, near the Mendocino coast, in the heart of Anderson Valley. Gowan's Heirloom Cider is California's pre-eminent premium cider, estate grown, produced, and bottled. Gowan's Heirloom Cider is self-distributed in California, and available online throughout most of the US.

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