



The 2014 Conference was a popular event and fruitful networking opportunity. Organisers are expecting even bigger numbers in 2015

BOOKINGS

www.ticketebo.com.au/ciderconferencebatlow

BOOK YOUR TICKETS ONLINE ASAP

(Booking fees apply)

- **CONFERENCE \$75pp** includes access to all presentations, morning tea, lunch and afternoon tea.
- **INCIDERS Happy Hour \$25pp** includes tastings, one complimentary cider, canapés, & entertainment. Additional ciders available for purchase. This is a post conference networking opportunity not to be missed !
- **BUNDLE & SAVE 10% Discount if you bundle CONFERENCE & INCIDERS Happy Hour.**
Was \$100....NOW JUST \$90pp

IMPORTANT NOTE : Tickets for both events are strictly limited due to the size of the venue. BOOK NOW Online to secure your place. We anticipate tickets will **"Sell Out"** online meaning there will be NO ticket sales at the door.

Picture yourself in Batlow this May !

Batlow CiderFest

About Us

Batlow CiderFest is a two day event featuring the Cider Industry Conference and InCiders Happy Hour on Friday 15th May, followed by the CiderFest Street Festival on Saturday 16th May, 2015.

This year Cider Australia is also holding it's AGM in Batlow on Thursday 14th May...visit the Cider Australia Web Site for more details.

CiderFest Batlow is a not-for-profit community organization run by a committee of volunteers. Our aim is to develop and manage an event which supports the Batlow community, the apple industry and a rapidly evolving Australian Cider business.

The Street Festival features Cider Tasting, Sales, Local Food Stalls and Entertainment. Like the conference, the Street Festival is not to be missed.

Contact or Follow Us

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Proudly supported by
Destination NSW



CiderFest Batlow Committee

c/- Batlow Development League
P.O. Box 148, Batlow, NSW 2730



**2015 CIDER
INDUSTRY
CONFERENCE
&**

"InCiders Happy Hour"

Friday 15th May 2015

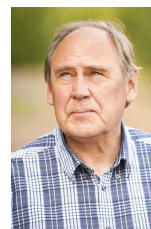
*In conjunction with the
2015 Batlow CiderFest Street Festival
(16th May)*

CONFERENCE PROGRAM

- 9:00am** Registration & Morning Tea
- 9:20am** Welcome & Official Opening
- 9:30am** English Craft Cider Making – What can Australians Learn?
Dr Andrew Lea (Harp Hill Cider, UK)
- 11:00am** What do cider makers want from Cider Apples
Dr Tim Jones (Willie Smiths, TAS)
- 11:40pm** Cider Australia Annual Update
Sam Reid (Cider Australia, TAS)
- 12:20pm** Lunch
- 1:40pm** Alcohol taxes for cider producers
Michelle Nourse (ATO, SA)
- 2:20pm** Processing innovations and trends in cider production
Josephine Horn (Aust & NZ Winemakers, VIC)
- 3:00pm** Afternoon Tea
- 3:20pm** What can instrumental analysis tell us about cider style?
Dr Anna Carew (Tasmanian Institute of Agriculture, TAS)
- 4:00pm** Award winning cider – a Judges Perspective
Karina Damberg (TAS)
- 4:40pm** A sensory appreciation of the world of cider
Karina Damberg & Dr Andrew Lea
- 5:25pm** Q&A and Conference Close
- 6:00pm to 7:30pm** “The InCiders Happy Hour”
(additional booking required – see over leaf)

GUEST PRESENTERS

Dr Andrew Lea is a retired food biochemist who started his career in the tea industry and then spent thirteen years at the Long Ashton Research Station (the UK National Fruit and Cider Institute), followed by twenty years in wider food and beverage research and consultancy including cider. During that time he has also been a prizewinning hobby cidemaker with his own small orchard.



Sam Reid has 15 years experience working in senior marketing and innovation roles. In 2012 Sam left the corporate world to establish Willie Smiths Organic Cider based in the Huon Valley in the heart of Tasmanian apple growing country. Sam is also President of Cider Australia.



Karina Damberg has been making and judging wines and ciders locally and internationally since 1997 and in 2014 formed a Tasmanian craft cider company, Red Brick Road Cider, with her husband. She helped start the Tasmanian Cider Trail and is the current treasurer of Cider Australia.



Dr Tim Jones was recently appointed Head Cider Maker at Willie Smiths in Tasmania’s Huon Valley. Tim has a PhD in Plant genetics and a post-doctoral fellowship in Rootstock Breeding. After a period in cider production for brands including Bulmers, Strongbow and Mercury, Tim is excited about his new role at Willie Smiths.



Dr Anna Carew is a beverages scientist with the Tasmanian Institute of Agriculture, who specialises in rapid methods for phenolic extraction in red wine making. TIA have initiated cider research, bringing skills and analytical methods developed for wine analysis to the investigation of cider phenolic profile and its relationship with perceived cider style.

Josephine Horn has been working in the Wine Industry for more than 15 years and is an accomplished winemaker having worked in Australia, Italy, France and Spain. As Business Development Manager for Aust & NZ Winemakers, Josephine works closely with wine and cider makers on their equipment needs.



Michelle Nourse is a senior advisor on alcohol taxes with the ATO. She and her team aim to give clear, simple advice and support on complying with wine equalisation tax and/or excise laws. Michelle will give an outline of what you need to know, including topical issues.

CONVENERS COMMENTS



The Batlow CiderFest Committee are excited about the 2015 Cider Industry Conference. We are very pleased to have secured the attendance of one of the worlds most recognised authorities on Cider, Dr Andrew Lea from the UK. We recommend you don’t miss the InCiders Happy Hour which is developing the reputation as one of the best networking opportunities for the Cider Industry in Australia.
Cheers, Kevin Dodds



Department of
Primary Industries