

EXAMINER

# An Apple (Cider) a Day...

THE REST OF THE COUNTRY IS FINALLY EMBRACING HARD CIDER, A DRINK BOSTONIANS HAVE ENJOYED FOR CENTURIES. BY ELIZABETH GEHRMAN

**\$78**  
MILLION  
CIDER SALES NATIONWIDE IN 2011

**\$470**  
MILLION  
CIDER SALES NATIONWIDE IN 2014

**63%**  
Percentage the US cider industry grew between 2004 and 2014

HARD CIDER IS THE FASTEST-GROWING SEGMENT OF THE BEER AND FLAVORED MALT BEVERAGES INDUSTRY

**3,100**  
ACRES

Land in Massachusetts in use for commercial apple production in 2014

**2,700**  
ACRES  
In Maine

**1,800**  
ACRES  
In Connecticut

**1,700**  
ACRES  
In Vermont

**1,300**  
ACRES  
In New Hampshire

**230**  
ACRES  
In Rhode Island



**7,500**

VARIETIES OF APPLES GROWN WORLDWIDE

**The Roxbury Russet**, named for Roxbury, Massachusetts, was the first apple cultivated in the Colonies, in the early 1600s.

**60%**

Market share of Boston Beer Co.'s Angry Orchard Hard Cider

**188**  
MILLION

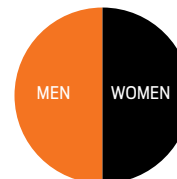
Liters of Angry Orchard sold in 2014

The **No. 2** cider in the US is Woodchuck, introduced in 1991 by the Vermont Hard Cider Co.

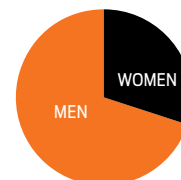


"I SHALL NEVER FORGET HOW REFRESHING AND SALUBRIOUS WE FOUND [CIDER], HARD AS IT OFTEN WAS."

— PRESIDENT JOHN ADAMS, A BRAINTREE NATIVE, WHO DRANK A TANKARD OF CIDER DAILY AND LIVED TO 90



**50/50**  
Percentage of men vs. women who drink cider



**70/30**  
The ratio for beer