
BRÄNNLAND CIDER

About us and our markets

- Brännland Iscider specializes in ice cider, a sweet still wine made from apples.
- As an ambitious wine producer we are young, ten vintages.
- Yearly output around 60.000 bottle.
- Present in 8-10 markets with Sweden being the largest.
- In SE we have 15-25% of market share depending on metric.
- We are the only Swedish wine producer that is present, recurringly or otherwise, in the top tier of global restaurants like Arzak, The Fat Duck, Crissier/Hotel de ville etc.
- In July of 2021 we were named by the IWSC and Forbes as the best cider producer in the world.
- So, you arrogant bastard, why is this important?

Brännland Iscider as a case study

- **When we started it was considered inconcievable that,**
  - A swedish apple based product could be designated as premium, much less ultra premium.
  - A swedish wine or cider of any kind could be competitive in a global premium wine market.

- **Early observation**
  - It is possible to buck the trend for a product tagged as ”dead” by the monopoly at introduction in a segment with a steady downward curve and shunned by most distributors.
  - Consistency, quality and tenacity are key.

- Our wines are in the fruit wine segment side by side with legendary mass production fruit punch ingredients and parkbench beverages.
- A bottle of Aurora black current ”wine” has a price of around 100 SEK per litre.
- A bottle of Brännland Iscider has a price per litre in its core line spanning from 400 SEK to 900 SEK per litre and in small batch releases up to 1500 SEK.

- **Observations a decade in**
  - We are seeing consumer trends shift.
  - At home as well as in the world market.
  - New generation of consumers coming of age.
  - The pandemic has reshaped consumer patterns.

Consumer trends

- **In Sweden**
    - Premium wines grew by up to 300%+ in the second half of the pandemic.
    - Sweet wine grew for the first time in decades starting with fortified.

- **Globally**
    - The wine segment as a whole is standing still.
    - Premium still wines however are in growth by as much as 20%.
    - That basically means that wine is losing sales quite rapidly at the lower end.
    - Spirits are in strong growth across the board but especially in the higher end of the segment.
    - PREMIUM/EXPERIENCE/ENJOYMENT. NOT TYPE.
    - Products that deliver on the promise of experience.

- **IWSR (UK based analytics company) describes alcohol beverage trends for 2022 as,**
    - Occassion driven.
    - Emergence of non-traditional luxury categories.
    - Sustainability driven.
    - Post-pandemic home consumption has built higher sophistication and price.
    - No or low alcohol takes an increasingly larger part of consumers attention.

- **We would describe the new consumer as,**
  - Experience driven.
  - ”Less but better”

Looking at those 2022 trends, the raw material itself, the fruit, seems to be almost like a golden ticket for the industry. Apples tick so many boxes.

- **The industry as a whole however seems to respond with,**
  - High volume.
  - Weak branding.
  - Weak product delivery.
  - Creating a race to the bottom.
  - Creating a weak value chain from primary producer to consumer.
  - Deflating relevance and value for all stakeholders.