



AICV

European Cider and Fruit Wine Association Business Session to the General Assembly

Location: Amsterdam

Date: 22.05.2024.

Time: 13h30 – 17h00

I. 13:30 – 13:45 Welcome & introduction by the AICV President, Daniel Emerson, and the AICV Secretary General, Anne-Sophie Royant

II. 13:45 – 15:30 Market trends and opportunities

- Latest trends in the global cider market, by Kevin Baker, Head of Beer and Cider research at Global Data
- Ciders for Generation Z, by [Annemarie Wisse](#), Regional Innovation Consumer Insights Team of Givaudan
- HEINEKEN's Mission to Revitalize Cider in Legacy Markets, by Eric Halgand, HEINEKEN International, Global Head of Future Brands
- Q&A session

III. 15:30 – 16:00 Coffee break

IV. 16:00 – 17:00

- Apple Juice Concentrate Market, Kris Smith, Head of Sales - Juice Commodities, Austria Juice Group
- A French project to quantify and optimize the cider sector's carbon footprint, Jean-Louis Benassi, Unicid

V. Closing remarks

The business session will be followed by some cider-tasting, a boat tour on the canals of Amsterdam and a networking dinner!