



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

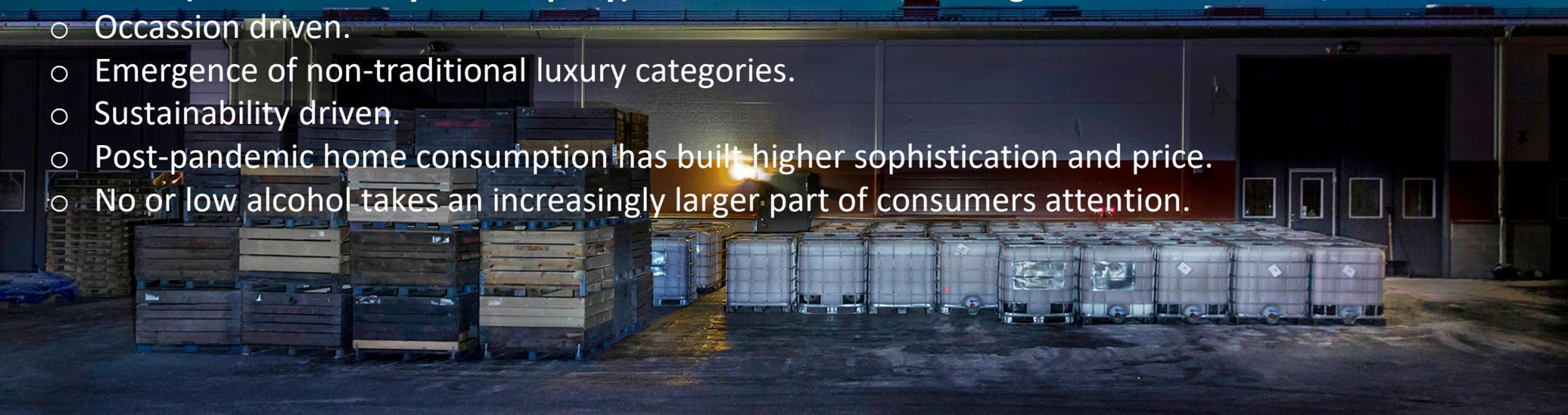
- Premium wines grew by up to 300%+ in the second half of the pandemic.
- Sweet wine grew for the first time in decades starting with fortified.

- 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.

