

# Brännland Cider in short

- Brännland Cider produces ice cider using 100% Swedish apples in the north Swedish county of Västerbotten.
- We produce ice cider in adherence to the appellation set in the country of origin of ice cider, Canada, stating that natural cold needs to be used in the process.
- Production: from 500 bottles in 2012 to 100.000 bottles in 2019.
- Strong national presence (400+ monopoly stores) and 8-10 export markets.
- Beating the downward trend for ultra premium cider, sweet wine, fruit wine.
- We received crucial EU funds to increase volume and quality in ice cider production which has affected the margins, marketability as well as the saleability of our product.





# Ice Cider in short

- Developed in Canada in the early 1990s.
- An ice wine made from apples.
- The segment has grown exponentially in home territory. First European producer to follow Quebec appellation.
- There is no category in Europe yet for ice cider.
- It is placed in the fruit wine category.







## Me - in short

- **Andreas Sundgren Graniti.**
- **Background in software development, tourism & music business.**
- **Founder of Brännland Cider.**
- **Entrepreneur in international business from rural areas since 25 years.**





# Global business - rural platform

- Global business in a rural area is a trade between infrastructure and values.
- Debate focuses on lack of services, depopulation.
- These views are fair and should be addressed on a regular basis.
- However the basic tenet needs to be accepted.
- Values are the core.
- Infrastructure is a challenge.
- This basic tenet affects application of marketing and sales.
- What is it that we sell?



# Key Strategy Points in Sales and Marketing

- Strengths and weaknesses. Inventory. Are you confusing the two?
- The climate, fruit, status of sweet wines, nature of product.
- Looked like weaknesses, turned out to be assets.
- Avoid becoming a quaint local product if you have ambitions.
- The core factors: Quality, Presentation, Truth.
- Great product is shown, not sold - so when you can show, don't tell.
- With small resources the product needs to be its own advertisement.
- Agriculture, natural cycles, specific climate, terroir.
- Cutting edge tools for development, marketing and sales.
- Values, not primary infrastructure, practicalities, technicalities.







## Main features

- The core strategy for Brännland Cider is to plant trees.
- Our goal is to make small-scale agriculture hot business.
- Raw material value increase of 1100%. From 0.35 EUR to 4 EUR/kg.
- Climate-resilient.
- Urban farming.
- Cross-sector pollination. Agriculture. Tourism. Rural/urban bonds.
- Creating faith in the landscape to stop depopulation.
- Factors merge to shape a whole for product, sales, marketing & context.



A man with a beard and long hair, wearing a blue long-sleeved shirt and dark pants, is bent over in a field, planting a young tree. He is holding a blue bag. In the background, there are rows of trees and a red tractor. The scene is set in a rural, agricultural area with a soft, golden light, suggesting late afternoon or early morning.

# Future

- Increase in planted orchard area. EIP-Agri support applied for.
- The world's northernmost apple orchards.
- Innovation group, local producers, SLU/Swedish agricultural university, LRF/farmer association, SLU research-based business for arginin-based organically certified fertilizer.
- Open cluster. Open exchange of knowledge and experience. Napa Valley.
- The world's finest ice cider.
- White book for northern orchards.
- Protected Origin and appellation for ice cider in Europe.
- Further premiumisation of product output. At par with fine wines.
- Again, all factors play into each other to create an attractive product