Crafting a Cider Comeback:
First Steps to Identifying Hard Cider Drinkers

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Abstract

Although hard cider was a preferred alcoholic beverage prior to Prohibition, only recently have modern consumers rediscovered the drink. With a primary focus on Michigan hard cidermakers, this research seeks to identify how consumers perceive and prefer cider. First, I outline a history of consumer preferences for alcohol and explain some of the basic principles of cidermaking. Then, I describe recently collected pilot data from Mechanical Turk users. I use a mixture of analytical tools from the marketing literature to categorize segments of consumers, and explore potential biases that might constrain growth in the market.