

# SUMMER MEETING

## of the Michigan Cider Makers Guild (MCMG)



**Saturday, July 30th, 9 a.m. to 2 p.m.**  
*(to be followed by MCMG business meeting)*



at Klackle Orchard & Cornucopia Market  
11466 W. Carson City Rd. (M-57), Greenville, MI 48838

***“Value-added Packaging for Michigan Cider:  
Is there Intelligent Life – and Profit – beyond Plastic Jugs?”***

Michigan’s cider industry has significant growth potential. How you package cider is key to extending the marketing season, where you sell and how it’s consumed. Could value-added packaging help Michigan cider makers get a piece of the \$500 billion – 50 gallons per person – annual soda industry?

This summer’s meeting of Michigan Cider Makers’ Guild delves into value-added packaging as a way to expand markets for locally-made, nutritious cider.

Can individual-serve packages open the door to Michigan restaurants, delis, schools, vending machines and convenience stores?

### **The agenda will include:**

- A success story from the Michigan milk industry. How a financially-struggling dairy moved beyond plastic jugs into profitable, distinctive, value-added packaging!
- Discussion of alternative packaging and labeling options for cider by Rockford Packaging and glass bottles by Stanpac, Inc.
- Legal requirements of off-farm sales, and more!

Register now for this market-building program! It includes box lunch, optional \*9 a.m. tour of Klackle’s new cider-making operation, and opportunity to network with other cider makers.

**A special thank you to Rockford Package Supply, the cider industry’s key label supplier, for sponsoring MCMG’s summer program! • [rockfordpack.com](http://rockfordpack.com) • (616) 866-0143**

**Details:** Send RSVPs and payment to the Michigan Cider Makers Guild, 13750 S. Sedona Pkwy., Ste. 3, Lansing, MI 48906. Cost for MCMG members: \$15 (+ annual dues; invoice enclosed). Cost for all others: \$60 (US)/person. Checks payable to “Michigan Cider Makers Guild.”

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**TO REGISTER: Complete and return this information with payment by Monday, July 25th.**

Attendee’s Name: \_\_\_\_\_

Orchard/Mill Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Dietary Requests: \_\_\_\_\_

**Questions? Call Denise Donohue or Diane Smith at Michigan Apple Association at (517) 669-8353.**