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conference 2018





About Sea Cider...

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We are a growth-oriented, value-driven, family-owned Orchard and Ciderhouse.

We exist to create exceptional cider experiences. These range from farm-based tastings and events to wholesales across North America.

By the numbers: 10 acres + lease, 36+ year round employees, 16,000 cases and growing



How it all began...

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The catalyst:

- the birth of my daughter in 2000

The key ingredients we started with:

- an inherited orchard
- a family in agriculture
- the “slow food” experience living in Europe
- a supportive husband
- another business to pay the bills
- time to plan



Advice to my younger self...

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On business planning:

- beware of your bias!
- Find advisors and LISTEN

On HR:

- You don't know everything and you can't do everything
- Hire managers sooner rather than later

On work life balance:

- For everyone's sake, find it and nurture it

