



THE BX PRESS INC.

BLENDED CIDER FOR B.C. AGRIFOODS

\$46K

FUNDED BY THE
CANADA-BC AGRI-
INNOVATION
PROGRAM

10

TYPES OF
COMMERCIALIZED
BLENDED CIDERS

\$750K

POTENTIAL ANNUAL
REVENUE

Background

- With a growing market for local cider, the BX Press Inc. explored the marketability of ciders blended with B.C. agriproducts including hops, berries, and cherries to increase revenue streams for local agrifood producers.
- With \$46K from the *Growing Forward 2* innovation funding, BX Press produced 10,000L of new cider blends.
- This led to the development and commercialization of new varieties of blended cider, with over 12,000 bottles being sold within 2 months.
- The project also allowed the BX Press to establish successful relations with B.C. producers of products such as hops & cherries to promote the growth of local agrifood products.

Funding from the Governments of Canada and British Columbia allowed the company to deliver:

- 10 new cider products made from full juice hard apple cider blended with B.C. produced primary ingredients.
- Data on consumer preferences for the blended ciders in comparison to the regular apple ciders to understand the market.
- Blending procedures and information for other cider makers considering adding blended ciders to their product selection.

CIDER IN B.C.

The B.C. cider industry is a growing market for innovative food and beverage products. Consumers are increasingly interested in locally produced beverages made from locally sourced ingredients. The BX Press crafted their cider with the public's interest in mind. Their four ciders feature B.C. Tree fruits such as apples and cherries, in combination with B.C. grown Hops for a delicious, local blended cider.

Benefit to British Columbia

BX Press has successfully demonstrated that hard cider production is a viable option for farmers to increase profits while reducing wasted fruit, while not abandoning the core business of growing apples. Increasing production in the near future will allow BX Press to increase purchase of primary ingredients by \$60,000/year, increase employment in the agri-tourism sector by \$47,520/year, and realize revenues worth \$750K annually. This also impacts B.C. by:

- Increasing demand for B.C. primary products to increase producer revenue.
- Demonstrating a viable use for on-farm and packinghouse “unmarketable” fruit; and
- Providing opportunities for B.C. producers to diversify their production, create additional revenue, and promote local products.

Funding for the Canada-BC Agri-Innovation Program has been provided by the Governments of Canada and British Columbia through *Growing Forward 2*, a federal-provincial-territorial initiative.

