

# Merchant's Daughter Ciderworks Town of Cortlandt Quarry Committee

November 29, 2021

## AGENDA:

- Introduction
- Background
- Vision
- Concept
- Proposal
- Community
- Plan/Process
- Next Steps

# MEET THE CORE TEAM



## CMO

Amy is a veteran of some of the world's leading food and beverage CPG companies (E&J Gallo, Starbucks, Pepsi, and Nestlé) where she held roles as both Head of Marketing and General Manager. Now, with Merchant's Daughter, she is fulfilling a lifelong ambition to become an entrepreneur. She divides her time between the beautiful coast of Maine and the Hudson Valley region of New York.



## Founder & CEO

Christine's deep understanding of the Beverage Industry bring a strong track record of operational excellence and growth leadership to Merchant's Daughter. Previously, Christine was the VP of Innovation for PepsiCo, where she led the R&D efforts for Global Beverages. She serves on the Board of the New York Cider Association and Yorktown's Landmark and Preservation Commission. Christine and her family live in the Lower Hudson Valley.



## Chief Cider Maker

Dan began his career in 2000 as a Product Development scientist with PepsiCo, but it wasn't long before the call of craft fermentation became too strong to resist. In 2004 he moved to California to learn the art of winemaking. He has spent the past few years devoting himself to learning about all things Apple and Hard Cider. He lives in Yorktown Heights, NY with his wife and three children.



## WHO IS MERCHANT'S DAUGHTER CIDER?

- Merchant's Daughter Cider is an inspirational brand with a unique history rooted, through a trio of Daughters & proudly stands on a Female Foundation & Identity
- We source our small batches of Heirloom apples from our home-grown relationships with local Hudson River Valley Orchard & Apple growers resulting in a “Prosecco of Ciders” taste
- Merchant's Daughter ignites “old into relevant” with her female founded identity, historic NY & Regional relevancy & romantic approach to Cider making

# MANIFESTO

We love food, drinks and people.

We believe in making communities, conversations and meals better because we are a part of them.

We are fueled by an innovative, entrepreneurial and collaborative spirit.

We believe in supporting New York farms.

We look to the past to create something special for the future.



# BACKGROUND



## Health (ier) Buzz

- Gluten Free
- 7% ABV
- Low Carb/Cal

## Distribution Channels

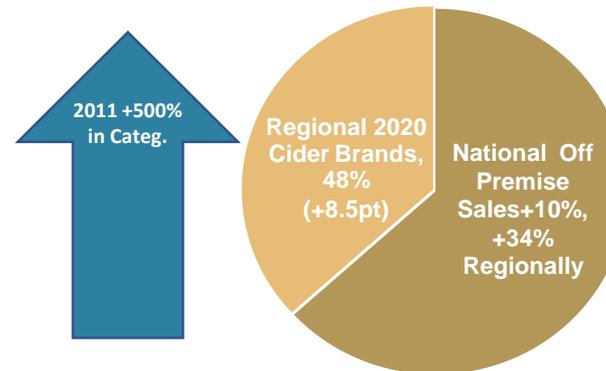
- Dutchess Beer - NY
- SoPo Wines - ME
- Pera Wines - CT
- Thomas Petito - NJ
- Wines 2Hou - TX

## Placements

- Wegmans
- DeCicco & Sons
- Tops
- Acme
- BeerWorld
- Halftime
- Taste NY

Female Majority Owned Brand, positioned to own the Category with a vertical like no other!

Regional Ciders Growing Double Digits in 2021 with a 48% Share of the Market Vertical & Growing...



# MORE BACKGROUND...



## Cider Drinkers

- Female - 51%
- Male - 49%
- 21yo - 34 yo



## Our Friends

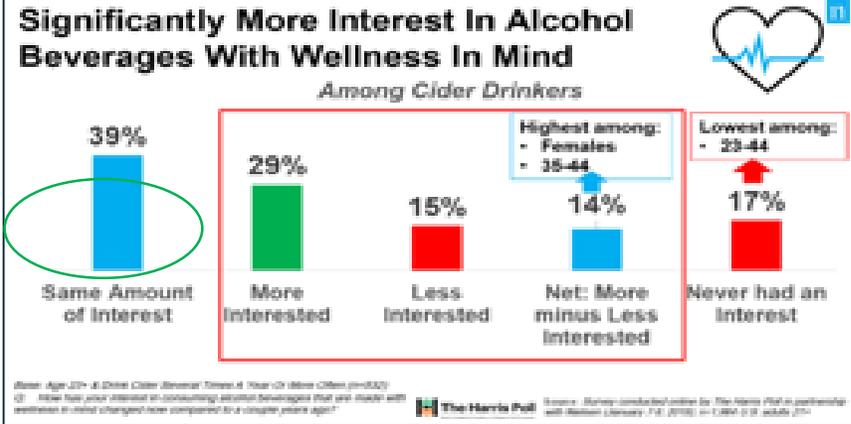
- Community Movers & Shakers
- Health-conscious mindful Consumers
- Outdoor & Nature Spirits
- Sensible Drinkers who pair Cider & Food



## Consumer that prefer

cider over beer & spirits up 300% in last 10 years

## Cider On-Trend as a Gluten-Free, Mid-ABV Option



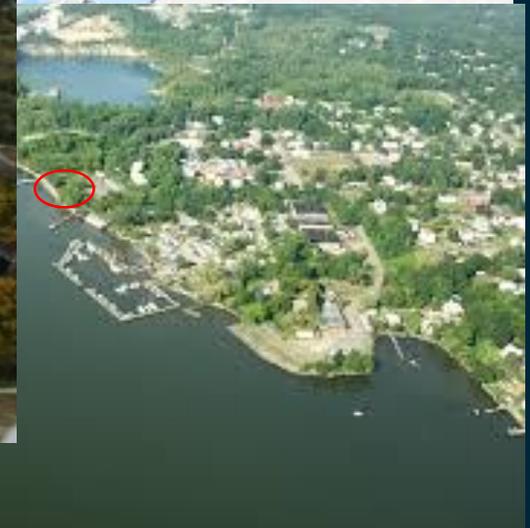
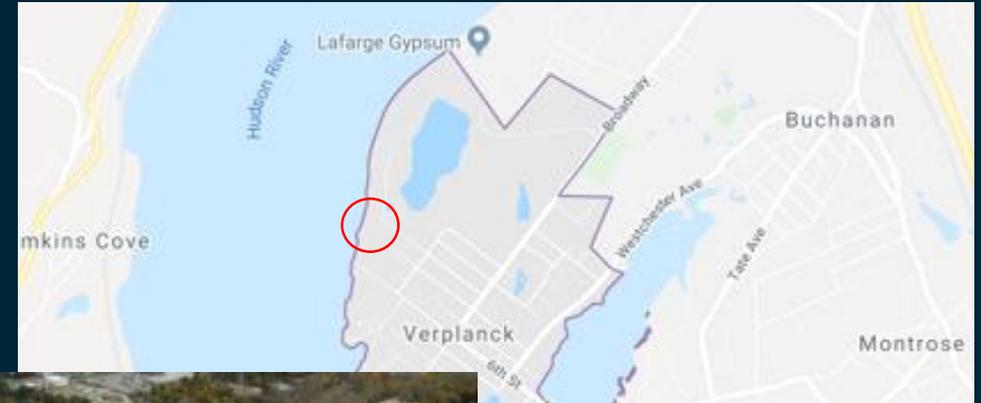


# Vision

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## Merchant's Daughter Ciderworks Production Facility and Taproom at the Waterfront Quarry Site in Verplanck, NY

- Design and build a Production Facility and Taproom, The Taproom will be adjacent to the Merchant's Daughter production space which will allow for education and tours of the hard cider production process. Development of this space will not only create a community hub and tourist destination, but it will also create jobs...Live, Work, Play!





# Concept – Live, Work, Play

- Located on the waterfront in Verplanck in the Town of Cortlandt, Merchant's Daughter Ciderworks will act as a local meeting place where the community can share experiences, ideas, conversation, and food over a great glass of cider. In the Taproom, we will not only highlight our hard cider but also the Town of Cortlandt and the legacy and history of New York State apple growing
- We will host special events supported with Marketing to attract New Yorkers throughout the state as well as those from out-of-state. These will include cider-maker hosted dinners, community events, and events highlighting local artisans.
- Impact: ~30 Full-time Jobs, Create Agritourism Destination and Economic Renewal





# Proposal

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Merchant's Daughter seeks to construct 2 - 5,000 - 6,000 square foot buildings approximately 20-30 feet high with an outdoor patio

- Production Facility with an attached Taproom for Farm Cidery (craft beverages and small plate food) with an outdoor patio fireplace, to seat 50-100 people – will require – 3 phase electric, hot water, drains, cold room, lab, ceilings 20-30ft, ADA compliant access and bathrooms
- Warehouse – Pole Barn style with bay doors/dock, controlled temperature for packaging, finished product - high density pallet racking – ceilings ~30 ft – 3 phase electric, lighting drains, sewers are not necessarily an issue, but we do need to understand what would be required for septic fields (commercial kitchen and production)





# Design

## “Rustic Chic & Oh So Comfortable”

- A rustic yet clean and inviting look that incorporates character and interest with unexpected decor and design
- Blend of backyard farmyard/garden house (bringing the outdoors indoor), country market and cozy yet classy modern country home
- Comfortable communal seating and different types of indoor and outdoor gathering spaces
- Relaxed and understated elegance





# Community Events/Partnerships



## Example: Merchant's Daughter Community Events

- HV Cider Week – make the Town of Cortlandt a premiere destination on the cider trail
- HV Gateway & AIM – Taproom space for events, artisan showcase, and pop-up shops
- Bring Paint the Town Yellow initiative
- – United Nations International Day of Happiness

Madison, NJ example

<https://www.youtube.com/watch?v=3HwUpdebGQ>



# Plan Overview

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- Site Assessment - Letter of Intent with the Town of Cortlandt for Building/Site Assessment of the Verplanck Waterfront Quarry site
- Design and Build - Public Private Partnership with the ToC to Plan Infrastructure, Facility Design and Build, Equipment & Fixture Installation
- Launch - Taproom Opening including partnering with the Town of Cortlandt to create a tourism-driving, community wide event to coincide with the opening of the Taproom and to feature Cortlandt's growing restaurant and small business scene
- Ongoing Operations and Events - Partner with other community organizations to create ongoing events throughout the year



# Phase I Process

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## CONCEPT

- Present to Board
- Present to Verplanck Residents Association
- Sign Letter of Intent
- Present to ToC Quarry Committee
- MasterPlan of Quarry Waterfront

## FEASIBILITY

- Site plan and elevation drawings signed and sealed by a design professional
- Information on projected effluent from the Project
- The size of the area needed for the Project
- An application fee and escrow payment

## REVIEW

- An updated presentation before the Town Board
- Execution of an Option and Ground Lease contingent upon Merchant's Daughter obtaining all of its necessary approvals
- Referral to the Planning Board for review
- Public Information Session to be held before the Planning Board

## APPROVAL

- Town Board receives and files the Planning Board's comment memorandum
- Final vote, public hearing, and completion of the SEQRA process before the Town Board



## Key Questions

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- Length and Terms of Lease, including lease payments
- Town Services (roads, utilities, garbage, snow removal, internet)
- Water and Septic/Sewers
- Road Access - potential to have different road access
- Ensure Environmental safety of site – DEC, DEP, NRC (ground, water, air), Pipeline
- Parking
- Security
- Permits/Applications/Bonding requirements and fees
- Typical economic development incentives from the Westchester County Industrial Development Agency (IDAs)

THANK YOU AND QUESTIONS?



### Next Steps:

- Letter of Intent - Signed
- Phase I - Review
- Design/Build
- Launch



BACK-UP



# Merchant's Daughter Hard Cider

“We look to the past to create something special for the future.”  
At Merchant's Daughter, this is the inspiration behind everything we do. Based in the lower Hudson Valley, Merchant's Daughter was born in a historic home that was once the neighborhood general store. Over almost 100 years, this family business was passed down generation to generation via the daughters. These women and their families were the backbone of the community and helped fuel the growth of New York. They inspire us today, and we honor their legacy as we share our ciders with the community.

For our ciders, we proudly source our apples from New York's Hudson River Valley region. The Hudson Valley is known for cultivating apples rich in flavor due to its diverse agricultural landscape and a growing season that extends late into the fall. This creates ciders with depth of flavor and clean, fruit-forward notes.

## Key Differentiators:

- Taste-profile: Winemaker approach to blending and fermentation results in wine-like ciders
- Sourcing: Small batches and long-term relationships with our growers allows us to secure hard-to-find heirloom apples
- Brand Story: Our brand is rooted in the authentic history of New York and speaks to locavores with a compelling story





# Feasibility Assessment

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## Key Questions

- Location and acreage (10-15 acres; min. 4)
- Zoning
- Length and Terms of Lease
- Town Services (roads, utilities, garbage, snow removal, internet)
- Water and Septic/Sewers
- Road Access - potential to have different road access
- Ensure Environmental safety of site – DEC, DEP, NRC (ground, water, air), Pipeline
- Parking
- Security and Safety
- Permits/Applications/Bonding requirements and fees
- Since it is on the Hudson, are there any other permitting agencies or authorities besides the Town?
- Typical economic development incentives from the Town or from Westchester County local Industrial Development Agency (IDAs)
- Grants – ESD, what types of State and/or Federal grants available



## Proposal Immediate Next Steps

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- Letter of Commitment (Non-Binding) – Seeking Support from The Town of Cortlandt for a Public Private Partnership Project
- Commitment to the Project by; participating in meetings and site visits, providing available existing information, producing and/or reviewing documents to support the development and implementation of the Project
- The Proposed Project requires additional documentation and approvals, including but not limited to the preparation and execution of a Binding Agreement as well as a Lease Agreement setting forth the terms and conditions of the mutually acceptable Final Binding Agreement Execution, under the laws of the State of New York



## Contingencies/Exclusivity

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- Contingent on Merchant's Daughter receiving State funding and private loans
- Receipt of all applicable consents, approvals, permits and authorizations municipal approvals, relating to the Proposed Project
- Agreement of exclusivity until such time as a Binding Agreement is executed or until either Party withdraws from the Project