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For Immediate Release

## Cider Certification Program Hires Interim Director

**Denver, CO** - The United States Association of Cider Makers is proud to announce Eric West as the Interim Director for the Cider Certification Program (CCP).

Cider enthusiasts will recognize Eric from his weekly newsletter at [Cider Guide](#) and his feature writing for Cidercraft Magazine. He also directs the Great Lakes International Cider & Perry Competition ([GLINTCAP](#)) held each spring in Grand Rapids, Michigan. “The cider industry is expanding rapidly and consumers are excited to learn more about cider. I’m thrilled to work with USACM to raise awareness of the diversity of ciders now available in the marketplace.”

USACM Board of Directors member, David Cordtz says, “As the CCP committee chair and CEO, Cidermaster of Sonoma Cider, I could not be more pleased that Eric West has accepted the position of CCP Director. Eric’s extensive cider knowledge and academic background make him uniquely qualified to bring the very highest standard of excellence to our new certification program.”

This first ever Cider Certification Program is designed for distributors, servers and others who are interested in becoming trained experts in all things cider. The Level One course is divided into four major topics: Apples and Fermentation; Understanding Cider and Cider Styles; Cider Flavor and Sensory Evaluation; and Keeping, Serving and Pairing Cider. The initial Level One offering will be held on Saturday, February 6, 2016 at the Hilton Portland Executive Tower in Portland, Oregon. Space is limited; [registration](#) is open now.

The USACM is an organization of cider and perry producers in the United States. It gathers and shares information about cider production, cider regulations, and cider apple growing to help members improve their operations, raise awareness, and advance cider in the market.

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