**Colonial Cider LLC Family Business Plan**

**Executive Summary**

Colonial Cider LLC is a family-run, vertically integrated orchard and cidery on a 50-acre historic preserved farm in Wantage, NJ. With 1,048 heirloom cider apple trees, 404 perry pear trees, and diversified crops, we aim to produce historically authentic, organic, and biodynamically farmed artisanal hard ciders and perries, alongside non-alcoholic cider, direct apple sales, and expanded farm operations (crops, chickens, livestock). Our unique brand leverages colonial apple varieties (e.g., Harrison, Campfield) and a historical narrative. By 2029, we project annual revenues of $914,012 and an EBITDA of $457,320, driven by 63,240 bottles (5,270 cases) of cider/perry, non-alcoholic cider, apple sales, diversified crops, livestock, and agritourism. The operation is funded through personal cash ($315,000 for mortgage down payment) and standard loans ($735,000 mortgage, $100,000 equipment). The plan prioritizes Sussex and Morris counties for initial sales, expanding to Bergen, Hunterdon, Passaic, Hudson Valley, NY, and eventually NYC and the Jersey Shore.

**Company Description**

* **Business Name**: Colonial Cider LLC
* **Location**: 25 Clove Road, Wantage, NJ 07461
* **Legal Structure**: Limited Liability Company (LLC)
* **Vision**: To create a sustainable, family-run farm producing historically authentic ciders rooted in America’s colonial past and New Jersey’s cider legacy.
* **Mission**: To craft organic, biodynamically grown hard cider, non-alcoholic cider, and diversified farm products while preserving our 1740 farm and sharing its heritage with the community.
* **Objectives**:
  + Achieve full cider production by 2028 (63,240 bottles annually).
  + Expand sales to Sussex/Morris counties by 2026, followed by Bergen/Hunterdon/Passaic/Hudson Valley by 2027, and NYC/Jersey Shore by 2029.
  + Diversify into non-alcoholic cider, apple sales, chickens/eggs, and limited livestock.
  + Fund operations with personal cash and standard loans (mortgage, equipment).
* **Unique Selling Proposition**: Family-run cidery focused on heirloom colonial apple varieties, certified organic, biodynamic, with diversified farm products and a historical narrative.

**Market Analysis**

**Industry Overview**

* U.S. hard cider market projected to exceed $1 billion by 2028 (~10% CAGR), driven by demand for authentic, sustainable beverages.
* Non-alcoholic cider and local farm products (e.g., apples, eggs) align with family-friendly and farm-to-table trends.
* Sussex/Morris counties offer a strong local market, with expansion potential in affluent Bergen, Hunterdon, Passaic, Hudson Valley, NYC, and Jersey Shore.

**Target Market**

* **Demographics**: Adults 25–55, $50,000+ household income for cider; families with children for non-alcoholic cider and agritourism.
* **Psychographics**: Value authenticity, sustainability, local sourcing; enjoy craft beverages, farm experiences, and family-friendly activities.
* **Geographic Focus**:
  + **2025–2026**: Sussex, Morris counties (local farmstand, restaurants, events).
  + **2027–2028**: Bergen, Hunterdon, Passaic counties, Hudson Valley, NY.
  + **2029**: NYC, Jersey Shore.

**Market Segmentation**

* **Direct Consumers**: Farmstand, U-pick events, DTC online (NJ/NY compliant), agritourism (50% of cider sales).
* **Wholesale Accounts**: Local restaurants, bars, boutique liquor stores (50% of cider sales).
* **Additional Segments**: Craft cideries (e.g., IronBound) for bulk apple sales ($20+/bushel); families for non-alcoholic cider and farm products.

**Competitive Analysis**

* **Key Competitors**: Eve’s Cidery, Wölffer Estate, Shacksbury (5,000–20,000+ cases/year).
* **Competitive Advantage**:
  + Largest Northeast planting of Harrison apples.
  + Exclusive focus on colonial varietals, organic/biodynamic farming.
  + Family-run operation with diversified products (cider, apples, eggs, livestock).
  + Strong local presence in Sussex/Morris before broader expansion.

**SWOT Analysis**

* **Strengths**: Heirloom varieties, organic/biodynamic certifications, family labor, diversified revenue.
* **Weaknesses**: High initial loan burden, reliance on self-distribution initially, seasonal production.
* **Opportunities**: Growing cider market, local agritourism demand, high-value apple sales, livestock expansion.
* **Threats**: Weather-related crop risks, regulatory hurdles (e.g., alcohol licensing), competition from larger brands.

**Organization and Management**

* **Ownership**: Family-owned LLC (no external investors).
* **Key Team**:
  + **Owner/Operator**: Manages orchard, cidery, sales; experienced in organic farming and cidermaking.
  + **Family Support**: Spouse and three teenage children handle orchard tasks, farmstand, events; occasional extended family assistance.
  + **Contracted Labor**: Professional pruner (annual), seasonal harvest workers.
* **Future Hiring**: Minimal; potential taproom staff by 2028.
* **Advisory Support**: Local agritourism agencies, cidery consultants, farm accountant.
* **Organizational Structure**: Family-driven, with owner overseeing operations, supported by spouse, children, and minimal contracted labor.

**Products or Services**

* **Core Products**:
  + **Hard Cider**: 750 ml single-varietal bottles, naturally fermented, no added sugar. Retail: $14–$18; wholesale: $8–$9.
  + **Perry**: Pear-based cider, 750 ml bottles. Retail: $14; wholesale: $9.
  + **Non-Alcoholic Cider**: Sparkling/flat for families, 750 ml bottles, retail: $8–$10 (5,000 bottles/year by 2029, $40,000 revenue).
  + **Direct Apple Sales**: Edible varieties at farmstand/U-pick ($5/lb, $10,000/year).
  + **Bulk Apple Sales**: Heritage cider apples to craft cideries (e.g., IronBound) at $20/bushel (5,324 bushels → $106,480/year).
* **Diversified Farm Operations**:
  + **Crops**: Blueberries, raspberries, blackberries, cherries, peaches, plums, nectarines, nuts ($16,000–$48,000/year).
  + **Livestock**: Chickens/eggs ($5,000/year); <5 cattle/hogs by 2028 ($3,000/year).
  + **Agritourism**: U-pick events, orchard tours, farm dinners ($10,000–$20,000/year).
* **Risk Mitigation Products** (for off-spec cider):
  + **Brandy**: $3,000–$8,000/100 gal (requires DSP license or third-party distillery).
  + **Ice Cider**: $2,500–$6,000/100 gal (niche dessert cider).
  + **Syrups/Reductions**: $2,000–$4,000/100 gal (shelf-stable, culinary market).
  + **Vinegar**: $1,500–$3,000/100 gal (easy to produce).
  + **Shrubs**: $1,500–$2,700/100 gal (cocktail mixers).
  + **RTD Mixers**: $1,000–$2,500/100 gal (requires packaging).
  + **Feed/Compost**: $0–$200/100 gal (sustainable, low return).
* **Pricing Strategy**: Premium pricing for cider/perry ($14–$18 retail), competitive wholesale ($8–$9), market rates for crops/livestock ($3–$12/lb), family-friendly non-alcoholic cider pricing.

**Marketing and Sales Strategy**

**Marketing Plan**

* **Brand Positioning**: Family-run, historically authentic cider and farm products, appealing to local, sustainability-conscious consumers and families.
* **Channels**:
  + **Direct**: Farmstand, U-pick events, farm dinners, DTC online (NJ/NY compliant).
  + **Wholesale**: Local restaurants, bars, boutique liquor stores in Sussex/Morris initially.
  + **Agritourism**: Family-friendly events (e.g., non-alcoholic cider tastings, orchard tours).
* **Promotions**:
  + Quarterly festivals and tastings (family-focused).
  + Educational content on cider history, orchard practices, colonial apples.
  + Local marketing via community events, farmers markets, and social media.

**Sales Strategy**

* **Sales Channel Mix**: 50% direct (2,635 cases), 50% wholesale (2,635 cases).
* **Wholesale Targets**:
  + Restaurants/Bars: 50–60 accounts, 2 cases/month (24/year).
  + Retailers: 30–40 accounts, 4 cases/month (48/year).
  + Total: ~110 accounts by 2029.
* **Additional Sales**: Bulk apples ($106,480), direct apples ($10,000), non-alcoholic cider ($40,000), livestock ($8,000).
* **Timeline**:
  + 2025: Sussex/Morris farmstand, events, apple sales (10–20 accounts).
  + 2026: Sussex/Morris bars/restaurants, non-alcoholic cider launch (30 accounts).
  + 2027: Bergen, Hunterdon, Passaic, Hudson Valley expansion (60–70 accounts).
  + 2028: Small distributor partnership, taproom planning (100+ accounts).
  + 2029: NYC, Jersey Shore entry (130–150 accounts).
* **Sales Process**: Family-led sales (owner/spouse) with local relationship building, supported by children at events.

**Operations Plan**

* **Location**: 50-acre farm (18 acres orchard, 8 acres pasture, 10 acres woods, 5 acres wetland, 5 acres infrastructure).
* **Infrastructure**:
  + Restored 1740 farmhouse (rental income: $30,600/year).
  + 60’x35’ dairy barn cidery (3,000L capacity).
  + Utilities: 200A electric, press, totes, stainless steel fermenters, irrigation.
* **Production Process**:
  + Orchard: 1,048 cider apple trees (5,324 bushels → 10,648 gal → 53,240 bottles); 404 perry pear trees (8,000–12,000 bottles).
  + Cidery: Centralized bottling/fermentation; semiautomatic bottling system by 2026.
  + Non-alcoholic cider: Small-batch using existing equipment.
  + Livestock: Chickens by 2026; cattle/hogs by 2028.
* **Equipment**:
  + Existing: Press, fermenters.
  + Financed: Used compact tractor (e.g., John Deere 4044M, <500 hours, $10,000), attachments ($5,000), semiautomatic bottling system (~$50,000).
* **Staffing**: Owner, spouse, three teenage children, occasional family; contracted pruner, seasonal harvest workers.
* **Milestones**:
  + 2025: Farmstand, events, apple sales.
  + 2026: Equipment purchases, non-alcoholic cider, chickens.
  + 2027: Regional expansion, livestock introduction.
  + 2028: Taproom planning, distributor partnership.
  + 2029: Full production, NYC/Jersey Shore sales.

**Financial Plan**

**Revenue Forecast (2029)**

| **Revenue Source** | **Units/Year** | **Price per Unit** | **Revenue** |
| --- | --- | --- | --- |
| Cider Sales | 53,240 | $10.80 | $574,992 |
| Perry Sales | 10,000 | $14.00 | $140,000 |
| Non-Alcoholic Cider | 5,000 | $8.00 | $40,000 |
| Direct Apple Sales | 2,000 lbs | $5.00/lb | $10,000 |
| Bulk Apple Sales | 5,324 bushels | $20.00/bushel | $106,480 |
| Diversified Crops | - | - | $36,420 |
| Livestock (Eggs, etc.) | - | - | $8,000 |
| Rental Income | 1 lease | $30,600/year | $30,600 |
| **Total Revenue** | - | - | **$914,012** |

**Cost of Goods Sold (COGS)**

| **Category** | **COGS %** | **COGS ($)** | **Gross Profit** |
| --- | --- | --- | --- |
| Cider Sales | 35% | $201,247 | $373,745 |
| Perry Sales | 35% | $49,000 | $91,000 |
| Non-Alcoholic Cider | 30% | $12,000 | $28,000 |
| Direct Apple Sales | 20% | $2,000 | $8,000 |
| Bulk Apple Sales | 10% | $10,648 | $95,832 |
| Diversified Crops | 40% | $14,568 | $21,852 |
| Livestock | 50% | $4,000 | $4,000 |
| Rental Income | 15% | $4,590 | $26,010 |
| **Total** | - | $297,053 | $616,959 |

**Fixed Operating Expenses**

| **Expense Category** | **Annual Cost** |
| --- | --- |
| Labor (Contracted) | $20,000 |
| Insurance & Compliance | $12,000 |
| Utilities | $6,000 |
| Marketing | $20,000 |
| Equipment Maintenance | $8,000 |
| Property Maintenance | $5,000 |
| Administrative | $10,000 |
| Mortgage (30yr, $735K @6.5%) | $55,692 |
| Equipment Loan (5yr, $100K @6%) | $23,700 |
| **Total Fixed Expenses** | **$160,392** |

**Earnings (2029)**

| **Metric** | **Amount** |
| --- | --- |
| Total Revenue | $914,012 |
| Total COGS | $297,053 |
| Gross Profit | $616,959 |
| Fixed Operating Expenses | $160,392 |
| **EBITDA** | **$456,567** |

**5-Year Cash Flow Forecast**

| **Year** | **Revenue** | **EBITDA** |
| --- | --- | --- |
| 2025 | $400,000 | $120,000 |
| 2026 | $550,000 | $180,000 |
| 2027 | $650,000 | $230,000 |
| 2028 | $800,000 | $300,000 |
| 2029 | $914,012 | $456,567 |

**Financing Strategy**

* **Mortgage**: $1.05M property purchase; 30% down ($315,000 from personal cash), 70% financed ($735,000, 30-year mortgage at 6.5%, ~$55,692/year).
* **Equipment Loan**: $100,000 (tractor: $25,000; UTV/ATV: $10,000; attachments: $10,000; tools: $5,000; bottling system: $50,000); 5-year loan at 6% (~$23,700/year).
* **Break-Even Analysis**: ~32,000 bottles (mixed cider/non-alcoholic, avg. $11/bottle, 33% COGS, $160,392 fixed expenses); achievable by 2026.
* **Valuation Summary**: Land/orchard ($400,000), buildings ($684,500), equipment ($30,000 existing + $100,000 new); Fair Market Value: $1,075,000.

**Appendix**

* Tree inventory and orchard map.
* Historical restoration photos.
* Trademark certificate for “Colonial Cider.”
* Letters of support from local agritourism and economic development agencies.