



Regional Tasting Demonstrators for Farnum Hill Ciders: Job Description

Farnum Hill Ciders seeks part-time help in promoting our dry, orchard-made, mildly alcoholic ciders in certain Northeastern markets. The central task is: to pour tasting portions for passing consumers, usually in retail stores, sometimes at trade shows, benefit parties or other events. In food and beverage markets, tasting is by far the best and often the only way to win new customers. In Massachusetts, New York, New Jersey and Vermont as well as New Hampshire, our success depends on persuading more people to taste our ciders. We need help in New Hampshire (Upper Valley and Seacoast), greater Boston, western Massachusetts, and New York city.

Tasting events tend to take place after work hours on weekdays, usually Thursdays or Fridays, and on Saturday and sometimes Sunday afternoons.

We need articulate people, 21 or older, who genuinely enjoy our ciders and who take interest and pleasure in land-based, traditionally-made food and drink. To build a satisfying, effective working relationship, we require a trial period of six weeks (after training) for each cider demonstrator.

Basic responsibilities for FHC tasting demonstrators include:

- Pouring Farnum Hill Ciders for consumers in wine stores and other varied settings, usually for two to four hours at a time
- Learning and using accurate and helpful language to describe the ciders, give some background, and chat about them with interested people. (A trip to the orchard is desirable.)
- Developing knowledge of Farnum Hill's ciders, cider apples, food pairings, recipes, etc.
- Traveling with supplies and equipment to scheduled demos, setting up promptly, and working well with store owners and staff.
- Gathering information (business cards, contact info, etc.) from people who take particular interest in the ciders, cider-making or apple-growing, so that we may follow up with them about visiting, joining mailing lists or other requests they might have.
- Keeping a sampling kit with tasting cups, current signs, seasonal point-of-sale materials where warranted, and making sure we replenish anything that runs short. (We will furnish the kit.)
- Knowing and complying with states' legal portion limits for alcoholic beverage tastings.
- Reporting back on every tasting, particularly with trade news or good/bad encounters of any kind.
- Keeping accurate records of fares, gas, mileage, travel time or any other necessary expenses that we reimburse.

Minimum requirements, besides a birth date 21 or more years ago:

1. Strength to lift and handle 40-lb cases of cider, sampling kit, ice and other materials
2. Reliable transportation
3. A flexible attitude, sense of humor, willingness to learn, and absolute honesty.

We reimburse for subway or bus fares, gas, and 25 cents/mile for work-related use of employees' cars.

Please contact Corrie Martin at Farnum Hill Ciders by email at cmartin@farnumhillciders.com, or by phone at 603.252.0737. Learn about Poverty Lane Orchards and Farnum Hill Ciders at www.povertylaneorchards.com.

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