FRANZ EGGER
Farmer and Cidermaker

FLORIBUNDA CIDER: SALORNO, TRENTINO - ALTO ADIGE

It was just another unbearably hot August afternoon in Milano. To take the heat down a notch, I passed by a craft beer shop in my neighborhood in search of a decent cider, and came out victorious with one of the most delicious ciders I'd ever tried. It had just arrived at the shop that day, and when I went back the next day for more, they were sold out completely. I knew right away that this was the cider we were looking for: *creamy texture, persistent, off-dry, with incredible aromatic complexity, and backed by popular demand*. It was also refreshing to see an Italian cidermaker break the norm and go full cottagecore with their labels and co-fermentations.

There are many aspects of Floribundas cider variations that make them stand out, but it's their location in the Alps and their use of dessert apple varieties, as opposed to traditional cider apples, that truly separate them from the crowd.

Where Italy's northern confines meet Austria and all the road signs are bilingual, A trip to the high peaks of Sudtirol is not a trip that takes any convincing to venture.

After a few hours on the monotonous *autostrada* (tolled highway) from either

floribunda
CIDERVARIATIONEN
CREAZIONI DI SIDRO

"Our ancestors did everything in their power to grow apples of the highest quality.

So we sought to capture the many nuances and aromas of this same fruit into bottles."

MAGDALENA EGGER
Farmer and Cidermaker

Milano or Venezia, the long stretch of highway from the tip of the Garda Lake in Veneto towards Trentino comes as a sight for sore eyes. As you plunge through the Brenta Valley in what feels like a tunnel of Dolomite mountains hovering above on both sides, it's near impossible to keep your eyes on the road and not remain fixated on every passing castle or alpine village near the peaks.

The Floribunda Cider farm is located in a small town called Salorno. As you pass by the massive roadside Mezzocorona cantina on the left, in the same town where the Foradori family also makes their wines, the Castello Salorno (or the *Haderburg*) comes into view in the near distance. This medieval castle perched atop a craggy rock spur is one of the most important landmarks of the region as it marks the original lingual border between the Italian Trentino and the German Sudtirol (keeping in mind if you stay straight on the highway for another 2 hours to Brenner Pass, you are still in Italy. However at this point in history, the Salorno commune has a majority of Italian speakers. Along with micro-regional dialects, there is also the traditional Ladin language still used in this region

Upon arriving at Floribunda farm, we were greeted warmly at the house by Theolinde Völser while her husband Franz Egger was on his way from the maze of orchards in their backyard. Their daughter and the

second half of operations at Floribunda next to Franz, Magdalena Egger was not able to join us as she was finishing up an internship study on spoilage yeast in a lab at the IFCP in Brittany as part of her masters studies program.

We took a seat out on their garden table while Theolinde kindly set out a fantastic spread of cider snacks: cucumbers, tomatoes and some other veggies from the garden along with olives and local cheeses. Franz joined us in the shade and breeze, tired from a days work, with a few bottles of his beautiful creations. At first quite stoic, he loosened up a little

after the 2nd pour. We tasted a new release of Rosato Apfelcider, Oak-aged Apfelcider, a Gingercider from 2018, a quince cider made in 2016, along with several others. We also got to witness some impressive new cork tech that Franz is researching, as well as some sneak peaks on their new onsite production facility that's still under construction and some new product variation ideas like a cider co-fermented with habanero peppers from their garden. In fact, all of the ingredients used in their ciders are from their own production with the exception of the spicy ginger they source from an organic farm in the nearby mountains.

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Franz's choice to use dessert apples wasn't a form of protest to cider tradition by any means, but a protest to maintain their own family tradition. Although the Sudtirol region is rolling in apples, cider never made the cut as a regional tradition simply because there are no native cider apples to Trentino.

Apple farmer-turned-cidermaker Franz Egger grew up in Salorno on the same farm he still produces fruit with to until this day. His parents purchased the property in 1959, and decided to start from scratch and raise Gravenstein (Danish origin) and Jonathan (American origin) apple trees in the palmette training system.

In 1994, Franz was granted his father Anton's green light to go organic on a small parcel of the orchard. After Anton had passed in 2001, Franz took over operations at the farm and converted the entire property to an organic certified facility.

With a deep understanding of fermentation, Franz started to make cider experiments from the late 80's onwards, but they didn't release their first cider to the public until 2003. In 2013, Franz went through and grafted all their planted rootstocks exclusively with fungus-resistant dessert apple cultivars that allowed him to reduce the amount of organic-approved foliar spray treatments. These cultivars all share a gene from a Japanese crabapple variety: *Malus floribunda*.

Most of Floribundas apple production gets harvested in September and October for the BioSüdtirol organic coop, but the apples used for Floribundas ciders are left on the tree to mature until late October to ensure colder weather

for longer fermentations. Besides seeking for the complexity of sugars and yeasts assisted by the maturity of the apples, they also made this decision to avoid using temperature control in the cellar during fermentation.

Indigenous cider apple varieties typically go through three to five months of fermentation. Dessert apples however can go through a fiery fermentation of just one week if the cidermaker is not careful with high cellar temperatures of August and September. They also do not put their ciders through keething because Magdalena and Franz find that it weakens the aromatic evolution.

In October and November, Floribunda's cellar maintains a constant low temperature and manages to keep the apple fermentation rolling for two to three weeks.

With all that being said, what made Franz embrace this fusion of breaking and protecting tradition? If he wanted to ferment a type of fruit, why not raise grapevines in pergola to make world-class / top-dollar wines like many of his neighbors had for so many years?

It all started with his love for science studies that was followed by an agricultural focus in high school. Franz found the possibility to join the *cooperazione internazionale* to volunteer for organizations around the world.

His first assignment was in Ecuador so to prepare, he went to a University in Firenze to attend courses on tropic and sub-tropic agriculture where he actually met his wife Theolinde, who happened to be studying German literature there.

In Ecuador, his first projects were to assist cacao producers with sustainable agricultural practices. There was no protocol on the processing of the cacao, so to help increase the quality and price per kilo, he also took the initiative to consult them on the fermentation of the cacao. After his required service time passed, he stayed in the area and continued working with the producers in Ecuador while writing his dissertation in sociology.

After moving on to a project in the Amazon for some years, he then relocated to the Cape Verde islands to work with coffee and wine producers. This became a full time project for years to come.

Theolinde would bring young Magdalena on extended stays in Cape Verde to keep Franz some company, and Magdalena even lived there for six months at age eleven. Growing up surrounded by fresh fruit harvests and around the perfume of active fermentation, it's no wonder she decided to write her bachelor degree thesis on the three types of yeasts necessary for apple cider fermentation.

By 2015, Magdalena converted from part-time summer and harvest help to being fully invested into Floribunda. She is currently working on her masters degree in beverage technology at the University of Gießen in Germany, but as an essential part of the Floribunda operations, she is always back for harvest and to supervise fermentation.

We are looking forward to meeting her and working a bit of harvest with her and the family this October 2020 and even get the chance to participate some in the ginger harvest that goes into the Gingercider.

"APFEL CIDER 2020"

FLORIBUNDA CIDER

Total cultivated area: 2.7 hectares

Orchard area: 2.2 hectares

Other crops: Grapes, Apricots, Prunes, Figs, Pear, Elderflower, Currants, Quince, Persimmon

Annual Production: - 8500 Bottles

Oenologist or cellar manager: Franz Egger

Agronomist or agricultural manager: Franz Egger

Fixed workers: Franz, Theolinde, Magdalena

Seasonal workers: 4

Type of employment contract used for permanent workers: "Collaboratore Familiare"

Type of employment contract used for seasonal workers: "Operaio agricolo a tempo determinato"

Recourse to temporary work: No

Supervised Labor Agreement Contract: Agreed

Agreed *signifies both parties have agreed to signing the document and is currently under review by both parties.* ***Signed*** *represents a signed contract that permits efficient and complete transparency if any questions are raised at any time about onsite part-time and seasonal labor, compensation and treatment of laborers hired through contracted cooperatives, as well from any offsite properties that the winemaker may purchase grapes from.*

FLORIBUNDA CIDER - "Apfel Cider" 2020
Sparkling Apple Cider

Production

Bottles produced: 2500

Orchard Name(s): Große Wiese, Hauswiese

Orchard Surface: GW - 2.2 ha, HW- 0.5 ha

Soil: Sandy clay with organic matter

Exposure of rows: GW - North and South, HW - East and West

Altitude: 212 meters

Varieties: Topaz, Goldrush

Rootstock: M9

Tree Training: Spindelbush

Average age of trees: 10 years

Tree density: 3,333 per ha

Yield per Tree: 9 kilos

Production per ha (kg/ha): 30,000

Treatments: post winter treatment based on white oil (1x), Neem oil (1x), Calcium polysulfide (2-3x), Sulfur (ca 10x), Granulovirus (3x), copper sulfate (7x), sodium bicarbonate (3x), laminarine (4x)

Fertilizers: compost, foliar spray of boron zinc, manganese, and calcium chloride.

Harvest start date: September 15th, 2020

Harvest mode: Manual in large boxes

Certifications: Organic Certified: Bioland

FLORIBUNDA CIDER - "Apfel Cider" 2020
Sparkling Apple Cider

Vinification

Pre-press processing:
Apples are chopped with a grinding mill (*Rätzmühle*)

Pressing mode: Mostly with a continuous belt press, and the rest is fermented as ground and pressed with a pneumatic press at the end fermentation

Vinificators: Steel INOX and for a brief period in oak

Maceration:
2-3 weeks, No temp. control

Sulphur dioxide and/or ascorbic acid: NO

Stabilization: Cold Stabilization

Filtering: After maceration with cellulose-based plaques

Apple to Cider Yield:60%

Sparkling method: Refermented in bottle with addition of estate-grown apple juice.

Bottle type: Champenoise

Cap in: Steel Crown Top

Analysis

Acidity:

PH: 3.4

ABV: 6.35%

Total SO2: 3 mg/L

Pressure: 3 bars

FLORIBUNDA CIDER - "Holunder Cider" 2020
Sparkling Apple Cider co-fermented with Elderflower

Production

Bottles produced: 2100

Orchard Name(s): Große Wiese, Hauswiese

Orchard Surface: GW - 2.2 ha, HW- 0.5 ha

Soil: Sandy clay with organic matter

Exposure of rows: GW - North and South, HW - East and West

Altitude: 212 meters

Varieties: Topaz, Goldrush, Sambuco Flowers

Rootstock: M9

Tree Training: Spindelbush

Average age of trees: 10 years

Tree density: 3,333 per ha

Yield per Tree: 9 kilos

Production per ha (kg/ha): 30,000

Treatments: post winter treatment based on white oil (1x), Neem oil (1x), Calcium polysulfide (2-3x), Sulfur (ca 10x), Granulovirus (3x), copper sulfate (7x), sodium bicarbonate (3x), laminarine (4x)

Fertilizers: compost, organic foliar spray of boron zinc, manganese, and calcium chloride.

Harvest start date: September 15th, 2020

Harvest mode: Manual in large boxes

Certifications: Organic Certified: Bioland

FLORIBUNDA CIDER - "Holunder Cider" 2020
Sparkling Apple Cider co-fermented with Elderflower

Vinification

Pre-press processing:
Apples are chopped with a grinding mill (*Rätzmühle*)

Pressing mode: Mostly with a continuous belt press, and the rest is fermented as ground and pressed with a pneumatic press at the end fermentation

Vinificators: Steel INOX and for a brief period in oak

Maceration:
2-3 weeks, No temp. control

Sulphur dioxide and/or ascorbic acid: NO

Stabilization: Cold Stabilization

Filtering: After maceration with cellulose-based plaques

Apple to Cider Yield:60%

Sparkling method: Refermented in bottle with addition of estate-grown apple juice.

Bottle type: Champenoise

Cap in: Steel Crown Top

Analysis

Acidity;

PH: 3.4

ABV: 5.78%

Total SO2: 2 mg/L

Pressure: 3 bars

FLORIBUNDA CIDER - "Ginger Cider" 2020 Sparkling Apple Cider co-fermented with Alpine Ginger

Production

Bottles produced: 2100

Orchard Name(s): Große Wiese, Hauswiese

Orchard Surface: GW - 2.2 ha, HW- 0.5 ha

Soil: Sandy clay with organic matter

Exposure of rows: GW - North and South, HW - East and West

Altitude: 212 meters

Varieties: Goldrush, Ginger of Alto Atesino

Rootstock: M9

Tree Training: Spindelbush

Average age of trees: 10 years

Tree density: 3,333 per ha

Yield per Tree: 9 kilos

Production per ha (kg/ha): 30,000

Treatments: post winter treatment based on white oil (1x), Neem oil (1x), Calcium polysulfide (2-3x), Sulfur (ca 10x), Granulovirus (3x), copper sulfate (7x), sodium bicarbonate (3x), laminarine (4x)

Fertilizers: compost, organic foliar spray of boron zinc, manganese, and calcium chloride.

Harvest start date: October 10th, 2020

Harvest mode: Manual in large boxes

Certifications: Organic Certified: Bioland

FLORIBUNDA CIDER - "Ginger Cider" 2020 Sparkling Apple Cider co-fermented with Alpine Ginger

Vinification

Pre-press processing:
Apples are chopped with a grinding mill (*Rätzmühle*)

Pressing mode: Mostly with a continuous belt press, and the rest is fermented as ground and pressed with a pneumatic press at the end fermentation

Vinificators: Steel INOX and for a brief period in oak

Maceration:
2-3 weeks, No temp. control

Sulphur dioxide and/or ascorbic acid: NO

Stabilization: Cold Stabilization

Filtering: After maceration with cellulose-based plaques

Apple to Cider Yield:60%

Sparkling method: Refermented in bottle with addition of estate-grown apple juice.

Bottle type: Champenoise

Cap in: Steel Crown Top

Analysis

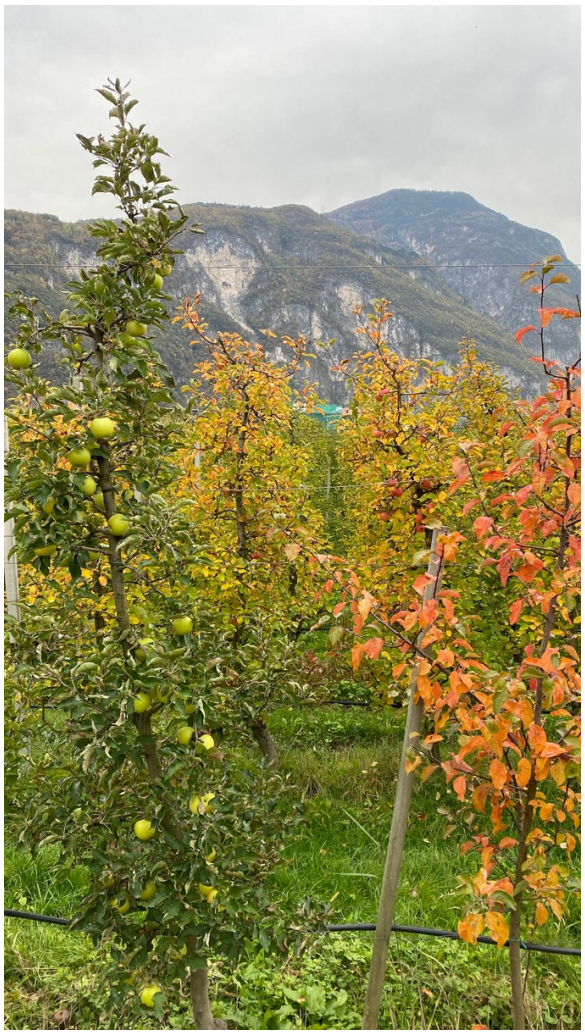
Acidity:

PH: 3.4

ABV: 5.8%

Total SO2: 3 mg/L

Pressure: 3 bars



FLORIBUNDA CIDER - "Rose Cider" 2020
Sparkling Apple Cider

Production

Bottles produced: 1000

Orchard Name(s): Große Wiese, Hauswiese

Orchard Surface: GW - 2.2 ha, HW- 0.5 ha

Soil: Sandy clay with organic matter

Exposure of rows: GW - North and South, HW - East and West

Altitude: 212 meters

Varieties: Topaz, Goldrush. Red Fleshed varieties: Weirougue and Amorouge.

Rootstock: M9

Tree Training: Spindelbush

Average age of trees: 10 years

Tree density: 3,333 per ha

Yield per Tree: 9 kilos

Production per ha (kg/ha): 30,000

Treatments: post winter treatment based on white oil (1x), Neem oil (1x), Calcium polysulfide (2-3x), Sulfur (ca 10x), Granulovirus (3x), copper sulfate (7x), sodium bicarbonate (3x), laminarine (4x)

Fertilizers: compost, foliar spray of boron zinc, manganese, and calcium chloride.

Harvest start date: September 15th, 2020

Harvest mode: Manual in large boxes

Certifications: Organic Certified: Bioland

FLORIBUNDA CIDER - "Apfel Cider" 2020
Sparkling Apple Cider

Vinification

Pre-press processing:
Apples are chopped with a grinding mill (*Rätzmühle*)

Pressing mode: Mostly with a continuous belt press, and the rest is fermented as ground and pressed with a pneumatic press at the end fermentation

Vinificators: Steel INOX and for a brief period in oak

Maceration:
2-3 weeks, No temp. control

Sulphur dioxide and/or ascorbic acid: NO

Stabilization: Cold Stabilization

Filtering: After maceration with cellulose-based plaques

Apple to Cider Yield: 60%

Sparkling method: Refermented in bottle with addition of estate-grown apple juice.

Bottle type: Champenoise

Cap in: Steel Crown Top

Analysis

Acidity:

PH: 3.4

ABV: 6.1%

Total SO2: 3 mg/L

Pressure: 3 bars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CREAZIONI DI SIDRO