

Angry Orchard Walden Cider House



SUMMARY

• LOCATION

Walden, New York

• FACILITY SCOPE

Multi-level cider house, tasting room, outdoor gathering spaces, and destination event venue

• OBJECTIVE

Deliver a consistent, immersive “house sound” across indoor and outdoor zones, supporting daily service, announcements, and live events with reliable, easy-to-manage audio

• BIAMP SOLUTION

Desono surface-mount loudspeakers and subwoofers, zoned audio design, and hardwired distribution

• OUTCOME

A unified, reliable, and visually integrated audio system that provides consistent sound quality, eliminates dropouts, and supports both guest experience and operational efficiency.

The Angry Orchard Walden Cider House in New York’s Hudson Valley is more than a tasting room—it’s a destination. Guests move fluidly between two interior levels, outdoor seating areas, and event spaces, shifting from relaxed tastings to peak-season crowds and live events. The warm, open architecture and natural wood finishes are core to the brand experience, and the audio system needed to complement that atmosphere while delivering consistent, high-quality sound throughout the property.

To achieve that vision, Boston Beer Company partnered with Delaware Audio Visual to create a venue-wide audio solution that would provide a cohesive “house sound,” support announcements and live events, and remain simple to operate for staff while dependable for IT.



Reliability and consistency are critical. Having low-maintenance, dependable solutions is essential.

JULIAN WIRYO

Sr. Digital Workplace Engineer
Boston Beer Company

DESIGNED FOR RELIABILITY, TUNED FOR CONSISTENCY

With no on-site IT staff, reliability and low maintenance were critical requirements. The system needed to perform consistently day after day, adapting to changing crowd patterns and music styles without introducing complexity or downtime.

“Reliability and consistency are critical,” said Julian Wiryo, Sr. Digital Workplace Engineer at Boston Beer Company. “Having low-maintenance, dependable solutions is essential.”



ALIGNING ON THE RIGHT SOUND

Rather than selecting loudspeakers based solely on specifications, the project team focused first on defining the desired listening experience. A listening evaluation helped establish a shared reference for musicality and intelligibility, aligning stakeholders on what “good” should sound like across the space.

“This wasn’t a project where we wanted to choose speakers in a vacuum,” said Bill Sahn, Managing Director of Sales and Engineering at Delaware Audio Visual.

ZONING FOR CONTROL, NOT JUST VOLUME

In a dynamic venue like the Cider House, the goal isn’t simply loudness—it’s control.

A zoned audio approach allows staff to tailor sound levels and content to each area while maintaining a cohesive experience as guests move throughout the venue.

DESONO AS THE LOUDSPEAKER FOUNDATION

The solution is built around Desono architectural loudspeakers from Biamp. Using a single loudspeaker family across the venue ensures consistent voicing from zone to zone while allowing coverage and output to be tailored to each area.

DAY-TO-DAY IMPACT

A fully hardwired architecture eliminated Wi-Fi dependency and the audio dropouts that can disrupt the guest experience. The venue also gained reliable microphone support for announcements and event hosting.

“A fully hardwired system eliminated music dropouts,” Wiryo noted. “Nobody wants an unexpected beat drop.”



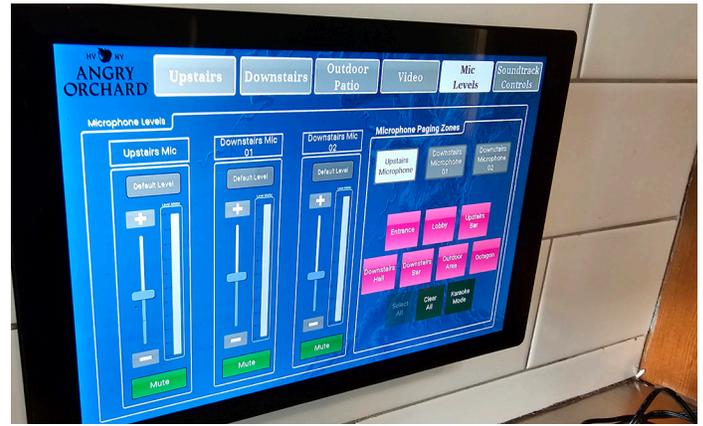
PRESERVING THE CHARACTER OF THE SPACE

Installation was carefully executed to ensure the technology blended seamlessly into the environment.

Wood-grain surface raceways and concealed cabling preserved the building’s aesthetic while delivering professional-grade performance.

“I’m most proud of the fit and finish,” said Caleb Eller, Project Manager at Delaware Audio Visual. “The technology enhances the environment without distracting from it.”





CONCLUSION

With Desono surface-mount loudspeakers from Biamp and a thoughtfully designed zoned architecture, Delaware Audio Visual delivered a reliable, visually discreet, and sonically consistent system for the Angry Orchard Walden Cider House.

The result is an immersive audio experience that supports daily operations, special events, and brand-defining moments — ensuring every guest enjoys the same warm, engaging sound wherever they gather.

ABOUT BIAMP

Biamp® is a leading provider of innovative, networked media systems that power the world's most sophisticated audiovisual installations.

Recognized worldwide for delivering high-quality products and backing each one with a commitment to exceptional customer service, Biamp's mission is connecting people through extraordinary audiovisual experiences.

Founded in 1976, Biamp is headquartered in Beaverton, Oregon, with offices and manufacturing facilities located around the world.

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