

Press Release

23 March 2017

BATH AND WEST LAUNCHES INTERNATIONAL CIDER COMPETITION

The hugely successful Orchards and Cider Exhibition at the Royal Bath and West Show (May 31 - June 3) is getting a new dimension, with the launch of a full-scale International section for this year's show.

"The Royal Bath and West International Cider Competition", as it will be known, will complement the British Cider Championships at the show, and reinforce the Bath and West's reputation as Britain's number one showcase for the fast-growing craft and artisan cider industry.

"We have had a single international class for many years", explains Orchards and Cider chairman, Anthony Gibson. "It has been an important part of our mission to put the Bath and West at the heart of quality cider-making and to give the Orchards and Cider exhibition an international profile. It is also very valuable in bringing cider-makers from around the world together, so that they can compare, contrast and learn from each other. This year, for example, we will be welcoming a group of cider-makers from the United States.

"But as interest in cider has grown and the range of different types of cider being produced worldwide has widened, so the judging became more and more difficult. It is very hard to compare, say, a traditional still cider from northern Spain with a champagne-style cider from British Columbia.

"So we decided that if we were going to have an international element to the judging we would need to do it properly, and we asked international cider expert Bill Bradshaw to suggest a range of classes that would broadly reflect the main different styles of cider worldwide.

"He has come up with four international classes for cider: traditional cider, New World cider, bottle-fermented or keeved cider and Spanish sidra/Spanish-style cider, plus three classes for perries. We may need to refine that structure as the competition develops over the years ahead, but it gives us a sound basis on which to work."

Full details of the International Cider Competition are available on www.bathandwest.com. The Brothers Drinks Company at Shepton Mallet has very kindly volunteered to act as the reception centre for international entries. Entries close on April 17.

- *The Royal Bath & West Show will be held from 31 May – 3 June. Entry schedules are now available online at www.bathandwest.com or by calling 01749 822200.*

For further information or media enquiries contact Anthony Gibson on anthony.gbsn@gmail.com

About the Royal Bath & West of England Society

The Society was founded in 1777 in Bath by a group of philanthropists led by Edmund Rack. We are a registered charity organisation (Registered Charity Number 1039397). The Society was formed with the aims of encouraging agriculture, arts, manufacture and commerce.

Our charitable activities provide:

- Agriculture, veterinary, educational and art scholarships
- Technical events and Seminars
- Practical farming advice and conferences
- Countryside Education
- Diversification advice for farmers
- Education for children
- A market place for countryside products

As the Society approaches its 240th year it continues to deliver a wonderful mix of established traditional exhibits through to the latest energy technology and contemporary entertainment.

The entertainment and features around the 242-acre site ensure enjoyment for every member of the family and include attractions that are spectacular to watch, educational, inspirational, “hands on” or just plain fun.

For further information or media enquiries contact Jonathan Hall on 01749 822 210 or e-mail jonathan.hall@bathandwest.co.uk