



Press Release

24 May 2017

Great Cider, by Design, at the Royal Bath and West Show

One of Britain's best-known architecture pundits will be bringing his good taste to bear on some of Britain's finest ciders, as the celebrity judge in the British Cider Championships, to be staged at the Royal Bath and West Show next week (May 31-June 3).

Kevin McCloud MBE, of 'Grand Designs' fame on Channel 4 television, will help judge the contenders for the Supreme Champion British Cider on Thursday morning (June 1st), although it will be the professional judges, including Helen Thomas, Chairman of the National Cider-Makers' Association, who will make the final decision.

Mr. McCloud lives near Frome and is a huge fan of traditional cider and perry, particularly from the West Country.

"I've been planting and growing traditional full standard regional varieties of cider apple trees for over twenty years. Orchards are an important part of my life. And so is cider. I don't give a monkey's if my opinion as a judge is the junior one. I'm just very excited to be asked to be there and take part."

"The cider and perry market is in a much healthier place than it was twenty years ago and is now home to a huge number of small craft makers. I say hurrah to that. Modern science and equipment are also helping the industry to grow and develop. The range and quality of the ciders being produced in Britain is now remarkable and so I can't wait, not just to sample some of our finest ciders, but to learn from the experts what makes a particular cider or perry deserving of an award."

This year, over 500 ciders and perries have been entered for the British Cider Championships, making this the largest competition of its type in Europe. The classes cover everything from traditional farmhouse cider through to the new generation of flavoured ciders, although the accent throughout is on top quality artisan and craft ciders, rather than on mass-produced commercial ciders.

There are competitions as well for the Best Cider Orchard, for apple juices and for perry. This year also sees the launch of a new Royal Bath and West International Cider Competition, which has attracted entries from around the world.



ROYAL
BATH & WEST
SHOW

Judging starts in the Orchards and Cider Pavilion at 9 am on Wednesday morning and concludes with the presentation of the Pewterers' Cup for the Champion British Farmhouse and the Fruiterers' Cup for the Supreme Champion British Cider at 3 pm on Thursday June 1st.

Note to editors:

The British Cider Championships is sponsored by Stable Bar and Restaurant Ltd of Bristol, Bridport and Poole.

Kevin McCloud, MBE, is best known for Channel 4s BAFTA-winning Grand Designs and for his past coverage of the Stirling Prize. He also presents House of the Year and Restoration of the Year for Channel 4. He wrote and presented his four-hour Grand Tour of Europe in 2009 and spent two and a half weeks in the slums of Mumbai for Channel 4's 2010 India season. 2012 saw the broadcast of his new series about his hand-built woodland shed, with the follow up series in 2013 and in 2015 he spent four months travelling around the world to make a series about families living in the most extreme places on Earth. He has written several books and many more articles and now champions sustainable and ecological construction. He believes that the best architecture relates to where it is, as much as who it's for. This is a philosophy enshrined in his development company, HAB Housing, which is now building homes and shaping communities towards One Planet Living objectives.

- *The Royal Bath & West Show will be held from 31 May – 3 June. Tickets are now on sale from www.bathandwest.com*

For further information on the British Cider Championships 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.

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