



Press Release

26 April 2017

QUALITY AND DIVERSITY AT THE BRITISH CIDER CHAMPIONSHIPS 2017

The build-up to the biggest cider competition in Europe has begun, with the British Cider Championships at the Royal Bath and West Show (May 31 - June 3).

Last year, entries topped the 500 mark, and with new craft and artisan cider-makers seemingly setting-up every day in response to a boom in consumer interest and demand, organisers are delighted to announce that there are even more entries for 2017!

“There is no more prestigious accolade in the entire cider industry than a winners’ label from the British Cider Championships, with the Fruiterers’ Cup for the Champion British Cider the greatest prize of all”, says Anthony Gibson, Chairman of Orchards and Cider at the Royal Bath and West.

“It’s a competition which no self-respecting cider-maker, however large or small, can afford to miss out on, and we’ve got classes that cover the entire spectrum of cider and perry.”

The championships, which carry the endorsement of the National Association of Cider-Makers, also have a new sponsor, in the shape of The Stable chain of cider bars.

Abigail Perry, Head of Events for The Stable, is particularly impressed by the excellence and extent of the 2017 competition; “The Stable is a broad church when it comes to cider – we stock over 80 different varieties in our restaurants. We are truly blown away by the quality and diversity of the entries in this year’s British Cider Championships. So much enthusiasm and love has one into every drink we try – we’re extremely proud and honoured to be sponsoring this contest, and thrilled to be sharing this renaissance in British cider-making with so many great people.”

Last year’s winner was a medium cider produced by Alan Berry, of Blackmore Vale Cider at Templecombe. He described his victory as “the greatest moment of my cider-making life”.

And just to show that these are genuinely *British* cider championships, the runner-up came from Northern Ireland - a bottled dry cider made by Andrew Boyd of Kilmegan Cider, near Newcastle County Down, who says that “the recognition which has come from this award has been absolutely massive for my business”.

Ends



ROYAL
BATH & WEST
SHOW

- *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.

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