



ROYAL
BATH & WEST
SHOW

Press Release

30 May 2017

Teach yourself cider-judging at the Royal Bath and West Show

Only at the Royal Bath and West can show-goers get the chance of being coached in the art of tasting and comparing ciders, and then of putting their new-found skill to the test, by applying their taste-buds to some of the finest ciders in Britain.

The nationally-renowned Orchards and Cider exhibition at the Royal Bath and West Show (May 31 to June 3) lays on tutored cider-tasting sessions at regular intervals each day, led by some of the cider industry's leading experts. They include the Chief Steward of the exhibition, Bob Chaplin, who won the inaugural British Cider Championships in 2015, well-known Shepton Mallet cider-maker, Alan Stone and, in a real coup for the Bath and West, the BBC Radio 2 food and drink expert, Nigel Barden, who will be leading his session at 4pm on Wednesday May 31.

And running throughout the show is "The People's Choice", in which cider aficionados can put their taste-buds to the test by making their assessments of some of the finest ciders in Britain. Each day, a different selection will be available for show-goers to judge: dry ciders on the Wednesday, mediums on the Thursday and sweets on the Friday, with Saturday being given over to a judge-off between the top two from each of the previous days.

Last year's winner was a sweet cider produced by Rich's Cider of Watchfield near Highbridge, an outcome which gives a pointer towards a subtle difference between what the expert judges in the show's British Cider Championships are looking for, and the preferences of the cider-drinking public.

"Whilst there is always a close correlation between the ciders that do well in the Championships and those that turn out to be 'the People's Choice', there does seem to be a preference for sweeter ciders amongst the public", says Anthony Gibson, Chairman of Orchards and Cider.

"Giving people the chance to contrast and compare some of the finest ciders in the land is obviously a whole lot of fun, but there is also a more serious side, in that these are completely blind tastings, so they do give a genuine indication of where public taste does - or doesn't - lie. And combined with the tutored cider-tastings, we are helping people both to understand and to enjoy what makes a really good cider, which is what Orchards and Cider is all about!"

For further information and comment: Anthony Gibson 07831 677144



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