



Press Release

10th January 2017

THATCHERS STEPS UP TO HEADLINE SPONSOR AT THE ROYAL BATH AND WEST SHOW

Already a longstanding supporter of the Royal Bath and West Show, Thatchers Cider is to become headline sponsor of this West Country institution.

The biggest celebration of rural life in England, The Royal Bath and West Show takes place over four days (in 2017 from 31st May to 3rd June) making it the country's only four-day agricultural show. Regularly attracting upwards of 135,000 visitors, the show keeps agriculture at its heart, with 4,500 livestock, sheep shearing, machinery and technology attractions. Entertainment ranges from top class show jumping to the grand parade of prize winning animals.

Food and Drink is also in the spotlight, with the British Cider Championships hosted in the famous Orchards and Cider Tent, alongside the annual British Cheese Awards. Over 125 food producers will this year be offering visitors some of the very finest food and drink in Britain.

Thatchers has been associated in many different ways with the Royal Bath and West Show in recent years, most recently as sponsor of the show's Orchard and Cider Section and supporting the award for Best Cider Orchard. Third generation cidemaker John Thatcher, a past recipient of the Royal Bath and West of England Society's prestigious Gold Medal, is a regular judge of the cider and orchards competition.

Martin Thatcher, fourth generation of the Somerset cidemaking family, who is also a trustee of the Royal Bath and West of England Society, says,

"The Royal Bath and West Show is a real icon of rural life here in the West Country. Not only that, it is the highlight of the agricultural calendar for those involved in many aspects of the industry from all over the country and as such helps raise the profile of our region.

"I remember visiting the show with my father and grandfather when I was a boy, and it still holds a great fascination for me. It's therefore an easy decision for us to become more involved.

"At Thatchers we understand how important it is to maintain the values of our rural community and to support in whatever way we can those who live and work within it. The Royal Bath and West Show has done a fantastic job being a showcase for the West Country since it was first established in 1852. We're delighted and honoured to become more closely involved through this new sponsorship."

Rupert Cox, Chief Executive of the Royal Bath & West of England Society stated

“I am delighted that Thatchers Cider has become a headline sponsor at the 2017 Royal Bath & West Show as it is fitting that our two long established Somerset iconic brands are now working together.

Thatchers contribution to the rise in interest of cider cannot be underestimated and Martin's enthusiasm for cider and the cider industry is unstinting. With this in mind it makes logical sense for such a business to sponsor our Show, being the home of the British Cider Championships and the British Cheeses Awards - two great products known globally as being quintessentially "Somerset".

We look forward to a long relationship with Thatchers Cider and the Thatcher family.”

This year Thatchers will be hosting its cider bar in the in the Sparkford Building and will continue its support of the Orchards and Cider Tent.

Ends

The Royal Bath & West Show will be held at the Bath & West Showground in Shepton Mallet from 31 May to 3 June 2017.

Super Saver tickets are available until 31 March 2017 at £20 for an adult which includes two free children, £4 for additional child. Gate prices: £22 adult, £8 child, £23 Senior and £55 Family.

Head to www.bathandwest.com to book.