

8 Producers, 5 Countries – Ciders produced just like wine

A Chance to discover and taste at SITT Trade Tasting 9th & 11th September 2019



Maidenhead, Aug 28, 2019 ([Issuewire.com](http://www.Issuewire.com)) - 8 PRODUCERS, 5 COUNTRIES – CIDERS MADE JUST LIKE WINE: A CHANCE TO DISCOVER AND TASTE AT SITT TRADE TASTINGS

8 of the world's finest cider and perry producers, from 5 countries will be exhibiting at SITT (Manchester, September 9th& London, September 11th) with Cider Is Wine (table 40).

What's so special?

[Cider Is Wine](#) alliance members use the same essential production values used in winemaking, except making ciders from 100% freshly-pressed and fermented apples or pears, when the majority of ciders on sale in the UK today are, perhaps surprisingly, made from just 35% fruit content, all of which can be from concentrate.

The Cider Is Wine initiative is designed to provide a clear definition and choice for consumers in what is a confusing cider world where words like 'premium' and 'traditional' have lost their meaning.

Judy Kendrick, [SITT](#)'s Off Trade Ambassador, said:

"SITT is delighted to welcome Cider Is Wine to its event and this new dimension of ciders to the wine trade. Cider Is Wine's members are well aligned with the established leading independent on and off-trade SITT attendees and we look forward to them adding to the passion and real expertise of these specialist focused event days."

In consumer terms, these ciders are bang on trend with consumers more and more looking for premium quality ingredients, craft, specialty, distinctiveness, individuality, and provenance (regionality and locality), and they tend to be much lower in alcohol.

In trade terms, 100% fruit, not-from-concentrate ciders provide buyers with a sound commercial opportunity to address the clear potential of building a new income stream with ciders that possess many of the attributes of wine but are lower in alcohol.

At previous tastings, trade buyers have more often than not expressed astonishment at the character and range of tastes that these 100% fruit content ciders and perries offer. As Cider Is Wine's CEO, Alistair Morrell adds:

"Feedback from both the trade and consumers shows them to be on board with the idea of adding to consumer choice with a new cider category with the clear quality promise that 100% fruit content ciders carry with them."

Cider Is Wine's aim is also to actively campaign for a global quality cider category where guidelines are rigorously adhered to, so a customer knows that a bottle carrying the Cider Is Wine endorsement is from a trusted source and has been produced to the highest standards. In a market where consumers are increasingly looking for quality, Cider is Wine will become an essential part in guiding those decisions.

Cider Is Wine will be exhibiting 100% apple juice ciders at SITT from Brännland, Once Upon A Tree, Pilton, Hallets, Killahora, Gospel Green, Cluver and Jacks, Jack Ratt (Lyme Bay).

About Cider Is Wine

Cider Is Wine is a not-for-profit trade alliance launched at the end of 2018, whose objective is to create a new global drinks category for ciders and perries made from 100% juice – not from concentrate – beginning in the UK.

Cider Is Wine alliance members include: [Brännland](#), [Eden Speciality](#), Willie Smiths, [Gospel Green](#), Killahora, Once Upon A Tree, Tutts Clump and Pilton.

Alistair Morrell –

alistair@cideriswine.co.uk

+44 7523 609122 / +44 1628 628258

Roddy Kane – roddy.kane@cideriswine.co.uk

+44 7900 91 88 71 / +44 203289 4194



Media Contact

Cider Is Wine

alistair@cideriswine.co.uk

+441628628258

23 Brill Close, Maidenhead SL6 3EJ

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