

Introducing our new definition of real cider and perry

With Cider and Perry campaigning now incorporated into CAMRA's Articles of Association, we have produced a new approach to our definition of real cider and perry; a short and easy to understand technical definition which will make it easier to identify which are real ciders and perry.

The new definition and 'Pointers to Best Practice' has a strategic focus on the quality and provenance of cider and perry; with a campaigning focus on empowering drinkers to be able to make informed decisions.

The greatest volume of UK cider produced, sadly, does not meet our definition. Fortunately, some of these large-scale industrial producers are now indicating 'made from concentrate' on their labels; and others supply retailers such as M&S who insist on full ingredient listing.

Pointers to Best Practice

The Pointers to Best Practice are to provide education and guidance to drinkers and providers. They will be backed up by 'Additional Guidance' which is already available on CAMRA Learn and Discover, with additional material soon to be added.

We encourage provision that reflects, where possible, the diverse styles and flavours of cider and perry and the variety of methods of dispense, including bag, bottle, can and keg.

Questions for the drinker to ask:

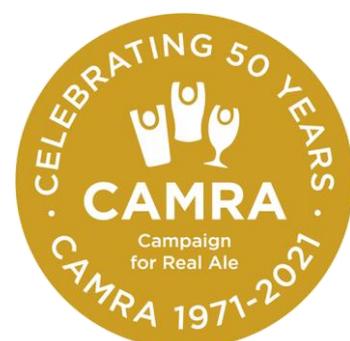
In order to make informed choices in seeking which ciders and perries best suit their tastes, there are key questions for the cider and perry drinker to be encouraged to ask:

1. Apples and Pears – the provenance:

- *What apple or pear variety/varieties is it made from?*
- *and where were they grown?*
- *In which year were they harvested and pressed?*
- *Who was it produced into cider (or perry) by?*

2. Labelling transparency – the craft:

- *If its sweet, how did it get sweet?*
 - *by natural process and craft?*
 - *or by the addition of sugar, sweetener or juice?*
- *If its fizzy, how did it get fizzy?*
 - *by natural traditional process?*
 - *or by the addition of artificial carbonation?*



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Best Practice:

- Best practice encourages and promotes cider (and perry) with as high juice content as possible, and in particular pure juice cider and perry.
- Best practice encourages the labelling of the provenance of the apples (or pears) used, stating the varieties, where they were grown, in which year they were harvested and pressed, and who produced them into cider (or perry).
- Best practice encourages and promotes cider and perry which is fully fermented to dry or where natural sweetness is retained by process.
- Best practice encourages and promotes cider and perry where natural carbonation is created by craft and process.
- Best practice encourages and promotes cider and perry which retain yeast with the potential to ferment and in particular live conditioned cider and perry.
- Best practice recommends that where possible 'real cider and perry fruit and flavoured drinks' at an alcohol level higher than the artificial 4% duty band should be encouraged and also provided.

Cider and Perry integrated into CAMRA campaigning

The Governance Review and subsequent restructure of campaign committees has sought to integrate Cider and Perry into CAMRA's campaigning strategy. While not expecting all CAMRA members will choose to drink cider, though many will, our task is to integrate understanding of cider and perry at all levels and structures.

The same rigour and procedures applied by the Campaign to identifying beer styles, beer tasting guidance, beer judging, and the quality and diversity of styles of beers sourced by beer orderer's, should be applied also to cider and perry.

