



# **NEWS RELEASE**

**Issued: Tuesday 2<sup>nd</sup> June 2009 (For immediate use)**

**Keywords:** Real Cider, Real Perry, Competition, Traditional Food and Drink, CAMRA, Traditional Crafts, Beer Festivals, Awards, Events, Orchards.

## **Hertfordshire Cider Takes Honour**

### **CAMRA Announces Results of East Anglian Bottled Cider Competition 2009**

Millwhites Cider, a Hertfordshire cider maker, is celebrating a win at this year's CAMRA's East Anglian Bottled Cider Competition. The competition, which attracted a record 18 entries, took place at CAMRA's Cambridge Beer Festival at the end of May. There were more high quality entries than ever before, which made this a tough competition, however, the top three managed to shine through.

The results were:

- 1<sup>st</sup> Oliver's Choice, from Cromwell Cider, Huntingdon, Cambridgeshire
- 2<sup>nd</sup> Porker's Snout, from Pickled Pig Cider, Stretham, nr. Ely, Cambridgeshire
- 3<sup>rd</sup> Yarlington Mill, from Millwhites Cider, Hemel Hempstead, Hertfordshire

The other finalists were (in alphabetical order):

- Saddleback Rum Cast, from Pickled Pig Cider, Stretham, nr. Ely, Cambridgeshire
- Spartan, from Carter's Vineyard, Colchester, Essex
- Storm, from Delvin End Cidery, Sible Hedingham, Essex

Both Cromwell Cider and Millwhites Cider are relatively new cider makers, and these are the first regional awards they've received. Pickled Pig Cider on the other hand just keeps winning award!

The winning cider, Oliver's Choice, was described by judges as having "a light flowery aroma that is also clean and crisp", and the flavour being "well balanced, with a hint of tequila." Other judges described it as having a "very nice bitter-sweet aftertaste and a lovely clean drying finish." One judge just described it as "Yum!"

Tony Hobbs of Cromwell Cider said "as you may imagine I am 'over the moon' to have won first prize with Oliver's Choice. The accolade for this success however has to go to all my friends, who over the past few years have drunk, endured, and given verdict on copious quantities of the sometimes very dubious ciders that preceded what is really theirs rather than Oliver's Choice". Tony came to cider making through juicing unsold apples from his orchard.

Porker's Snout, which came second, was described by judges as having "a very inviting full, fruity aroma, with an astringent initial taste that gently fading to a glossy lingering sweet finish". One judge said "extremely moorish, I could drink this all night". Charles Roberts of Pickled Pig

said "we were pleased to be placed second in the [East Anglian Bottled] Cider Competition making this the third year we have been 'in the medals'. Craft cider production continues to grow in our region and it is always good to see newcomers making good cider – long may it continue. Keeping our standards high is the sure way of fuelling the public's desire for good, natural and locally produced cider".

Third place went to Millwhites Yarlington Mill. Judges described it as having "a Caribbean rum-banana-pineapple aroma" and the flavour as having "a mellow beginning and a pleasant but delicate rounded aftertaste". John White of Millwhites said, "as a traditional cider producer from Hertfordshire, we are delighted to have been placed 3rd in the East Anglia Bottled Cider competition with our Single Variety Yarlington Mill. We pride ourselves on making ciders using only natural yeast and no additives and hope to be able to bring more prize winning ciders to our customers in the future."

Chris Rouse, CAMRA's Regional Cider Co-ordinator for East Anglia said, "it's very satisfying to see so many entries of such high quality. East Anglian real cider is going from strength to strength. Next year I very much hope to see an increase in the number of bottled perries entered. I would also like to thank all those who entered, those who helped organise the competition, and to Cambridge Beer Festival for hosting the competition".

Real Perry is fermented pear juice that has been freshly pressed, with no added water. CAMRA is against the term "Pear Cider" as it is often mis-used, and often used to mislead.

## **NOTES TO EDITORS**

### **Background Notes on CAMRA's East Anglian Bottled Cider Competition**

Producers throughout East Anglia were invited to enter their bottled cider & perry, ie. products made from freshly pressed apples or pears and not artificially carbonated, micro-filtered or pasteurised.

### **Background Notes on Real Cider**

Real cider (or perry) is a long-established traditional drink which is produced naturally from freshly pressed apples (or pears) and is not artificially carbonated, micro-filtered or pasteurised.

More information on the CAMRA's Cider and Perry campaign can be found on [www.camra.org.uk/cider](http://www.camra.org.uk/cider).

### **Next CAMRA Draught Cider & Perry Competition in East Anglia**

CAMRA's next draught cider & perry competition for ciders & perries produced within East Anglia will be the East Anglian Cider Competition 2009, which will take place at the Norwich Beer Festival which runs from Monday 26<sup>th</sup> October to Saturday 31<sup>st</sup> October 2009. It takes place at St. Andrew's and Blackfriars' Halls.

### **Next CAMRA Bottled Cider Competition in East Anglia**

CAMRA's next bottled cider & perry competition for bottled ciders & perries produced within East Anglia will be the East Anglian Bottled Cider Competiton 2010, which will take place at the Cambridge Beer Festival which runs from Monday 24<sup>th</sup> May to Saturday 29<sup>rd</sup> May 2010. It takes place on Jesus Green.

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