

Heritage English Cider/Perry PGI

The Basics

Aims: To showcase the highest quality cider and perry produced within England and set a standard for quality products beyond HMRC regulations. To differentiate from lower juice, mass produced brands and create a recognisable mark of quality, provenance, craftsmanship and integrity.



Minimum juice content = 85%;

Fresh pressed juice only

Any English grown apple/pear

Filtering

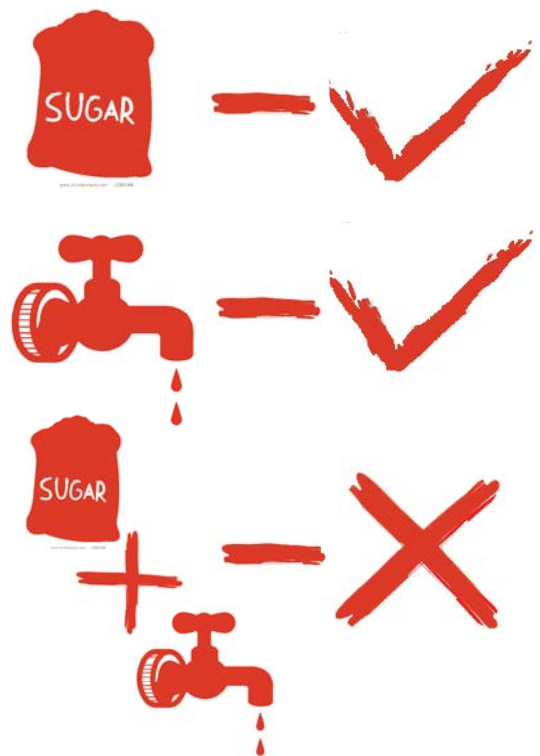
Pasteurisation

No other fruits

Appropriate Sweetening

Raising SG (subject to juice content)

Dilution (subject to juice content)



QUALITY!

- Allows for all styles of cider made in England
- Identifies faults and poor practices
- Overseen by DEFRA/FSA via TSO's and EHO's
- Administered and monitored by industry consortium
- Testing and record keeping

Most of the remaining 10% is made by medium sized producers using a mixture of methods with a moderate juice content



High juice producers represent less than 1% of the UK market for cider/perry. There are currently some 150 local producers with approximately 350 even smaller producers around the UK

Around 90% of all cider made in the UK is produced by 4 or 5 producers using modern lower juice methods.

(HMRC currently allows as little as 35% juice content for 'cider')