



A GREAT BRITISH FUTURE FOR CIDER

2017



NACM
CIDER MAKERS LTD

CIDER - A GREAT BRITISH SUCCESS STORY

- 🍏 £3 Billion a year category
- 🍏 £940m in Government revenue (Duty + VAT)
- 🍏 250 British Cider Makers
- 🍏 7m Hectolitres sales of cider each year
- 🍏 10,900 people employed directly & indirectly
- 🍏 £100m of export every year
- 🍏 56% of British grown apples used to make cider
- 🍏 18,000 acres of apple trees support the cider industry
- 🍏 45% of the global cider market

British cider is a category that is wonderfully diverse, with a huge range of styles and types of cider. From the world's largest cider brands to the small scale, traditional farmhouse ciders, Britain is recognised around the globe as the home of great cider.

At the heart of their rural communities, British cider makers employ local people, contribute to their local economy, support local tourism and buy British grown apples to make their ciders. Many are family businesses representing over a century of cider making across many generations.

Cider is a great British success story. Cider Maker's heritage, community focus, innovation and support for the economy, both rurally and nationally, make cider an integral part of our culture and landscape.

SECURING THE FUTURE FOR GREAT BRITISH CIDER



FAIR EXCISE TREATMENT

- Encourages innovation
- Rewards lower strength ciders
- Protects traditional ciders
- Supports return to growth for the cider industry



GROWTH THROUGH EXPORT

- Free trade agreements supporting cider export
- Policies that enable increased export
- Promoting great British cider across the globe
 - At embassies worldwide
 - Through Government led initiatives and events
- Simple Irish/UK movement of goods



PROTECTING BRITISH ORCHARDS

- Encouraging apple growing through agricultural payment schemes
- Agricultural Policy that
 - Promotes commercial apple growing
 - Protects heritage orchards
 - Recognises the importance of cider making to the rural economy



SUPPORT FOR RURAL COMMUNITIES

- Investment in infrastructure for rural areas
 - Improved transport links
 - Upgraded rural communications
 - Investment in rural skills development
- Local regulatory framework supporting local businesses
- Promoting quality through definitions and regulations

NACM REPRESENTING 85% OF GREAT BRITISH CIDER

WE ARE THE VOICE OF BRITISH CIDER MAKERS

Founded in 1920, the National Association of Cider Makers (NACM) is the representative body of the cider and perry industry in the UK.

We represent all types of cider maker, from the largest cider companies in the world, to small businesses supplying cider to their local area.

Our aim is to ensure that all cider makers have the opportunity to succeed in the UK.



OUR MEMBERS



ALSO REPRESENTING REGIONAL ASSOCIATIONS

- Three Counties Cider and Perry Association
- South West of England Cidermakers Association
- Welsh Perry and Cider Society
- Armagh Cider Association
- Kent Cider Association
- North of England Cidermakers Association

FOR MORE INFORMATION CONTACT INFO@CIDERUK.COM