



## A GREAT BRITISH INDUSTRY

## CIDER AT THE HEART OF RURAL COMMUNITIES

UK cider industry plays a **vital role** in supporting the rural economy and communities



**10,900** jobs depend on the UK cider industry



**56%** of all apples grown in the UK are used to make cider

*great British cider*



UK cider represents **45%** of the global cider market



**drinkaware**

Responsibility is at our core. We are proud supporters of Drinkaware through encouraging consumers to drink responsibly



Cider orchards generate in excess of **£33 million** annually



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