

# THE UK CIDER INDUSTRY IS UNDER THREAT

Government proposals will damage a Great British Industry

- RURAL LANDSCAPES WILL BE FOREVER DAMAGED
- 69% OF NACM MEMBERS WOULD BE NEGATIVELY IMPACTED BY CURRENT PROPOSALS

## HOW WOULD THIS BE A FAIRER SYSTEM?

CATEGORIES OF CIDER	BETTER OFF	WORSE OFF
1.2% - 3.4% Ciders		✓
4.7% - 8.4% Ciders		✓
Flavoured Ciders		✓
Traditionally Made Ciders		✓
Bag-in-Box		✓
30 litre kegs		✓

**AN INDUSTRY ALREADY IN LONG TERM DECLINE NEEDS SUPPORTING!**

## HM TREASURY PROPOSALS FOR FEBRUARY 2023

### PACKAGED CIDER - NOTICE 162 (APPLE & PEAR CIDER)

- Linear rate per % ABV.
- Two bands: 1.2-3.4% ABV and 3.5-8.4% ABV.
- Increased duty rates for all ciders above 4.6% ABV.

### DRAUGHT CIDER - NOTICE 162 (APPLE AND PEAR CIDER)

- 5% reduced excise rate for >40 litre containers.
- Limited to containers that use 'dispense equipment'.

### FLAVOURED CIDERS – PACKAGED AND DRAUGHT

- Flavoured ciders classed as Made Wine – 4% ABV excise rate remains similar.
- Draught flavoured cider 20% reduction limited to >40 litre keg.

### A FEW ADDITIONAL CURRENT THREATS:

- Cider industry has declined 28% in the last decade.
- The smallest alcoholic drinks category (2.3% of total HMRC alcohol revenue).
- The cider industry has still not recovered from covid impacts.

## WHAT THE UK CIDER INDUSTRY NEEDS

### PACKAGED CIDER - NOTICE 162 (APPLE & PEAR CIDER)

- Industry preference is for fairer system that recognises traditions of cider making.
- No cider below 5.5% ABV should see an increase in excise duty.

### DRAUGHT CIDER - NOTICE 162 WITH 5% REDUCED RATE

- 5% reduced excise rate for >20 litre containers.
- No dispense constraints and include bag-in-box as well as keg.

### FLAVOURED CIDERS – PACKAGED AND DRAUGHT

- Flavoured ciders to be treated as cider.
- Protect cider category through Notice 162 definition.

### FUTURE THREATS BASED ON PROPOSALS:

- High levels of complexity and administrative burden (Notice 162 ciders increased from 3 excise rates to 122 excise rates)
- Cider becomes uncompetitive.
- Cider makers and cider apple farmers livelihoods at risk.

## A GREAT BRITISH SUCCESS STORY - THAT'S UNDER PRESSURE



## A CRITICAL PART OF THE RURAL ECONOMY



Source: NACM members 2021 & Westons Cider Report 2020

## NACM REPRESENTING 87% OF GREAT BRITISH CIDER

### We are the voice of British Cider Makers

Formalised 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 the smallest businesses supplying cider to their local area.

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



## NACM MEMBERSHIP

16 Full Members, representing c87% of UK Cider Volume



3 Affiliate Members, representing c255 craft Cider Makers

SOUTH WEST OF ENGLAND CIDER-MAKERS' ASSOCIATION THREE COUNTIES CIDER & PERRY ASSOCIATION WELSH CIDER & PERRY SOCIETY

For more information contact email: [info@cideruk.com](mailto:info@cideruk.com) [NACMCiderMakers](https://www.facebook.com/NACMCiderMakers) [nacmcidermakers](https://www.instagram.com/nacmcidermakers)