

THE CIDER INDUSTRY HAS LOST OVER 700 MILLION PINTS IN 10 YEARS

VOLUME SHARE	SHARE OF ALCOHOL	
	2009	2022
BEER	38%	37%
WINE	25%	24%
SPIRITS	27%	32%
CIDER	8%	4%

Source: HMRC Clearance to October 2022

AN INDUSTRY WITH UNPRECEDENTED DECLINE NEEDS SUPPORT!

HOW ARE THE ALCOHOL DUTY REFORMS A BETTER SYSTEM?

CATEGORIES	BETTER OFF	WORSE OFF
1.2% - 3.4% Ciders		✓
4.7% - 8.4% Ciders		✓
Traditionally Made Ciders		✓
Flavoured Ciders		✓
Levels of Complexity		✓
Administrative Burden		✓

THE CIDER INDUSTRY NEEDS STABILITY TO BE RESTORED!

WHAT THE UK CIDER INDUSTRY NEEDS FROM THE SPRING BUDGET

FREEZE EXCISE DUTY FOR THE REMAINDER OF 2023

- Price increases continue due to inflation impacts on raw materials. Higher pricing impacting the consumer, but delivers increased VAT revenue.

RECONSIDER ALCOHOL DUTY REVIEW (ADR)

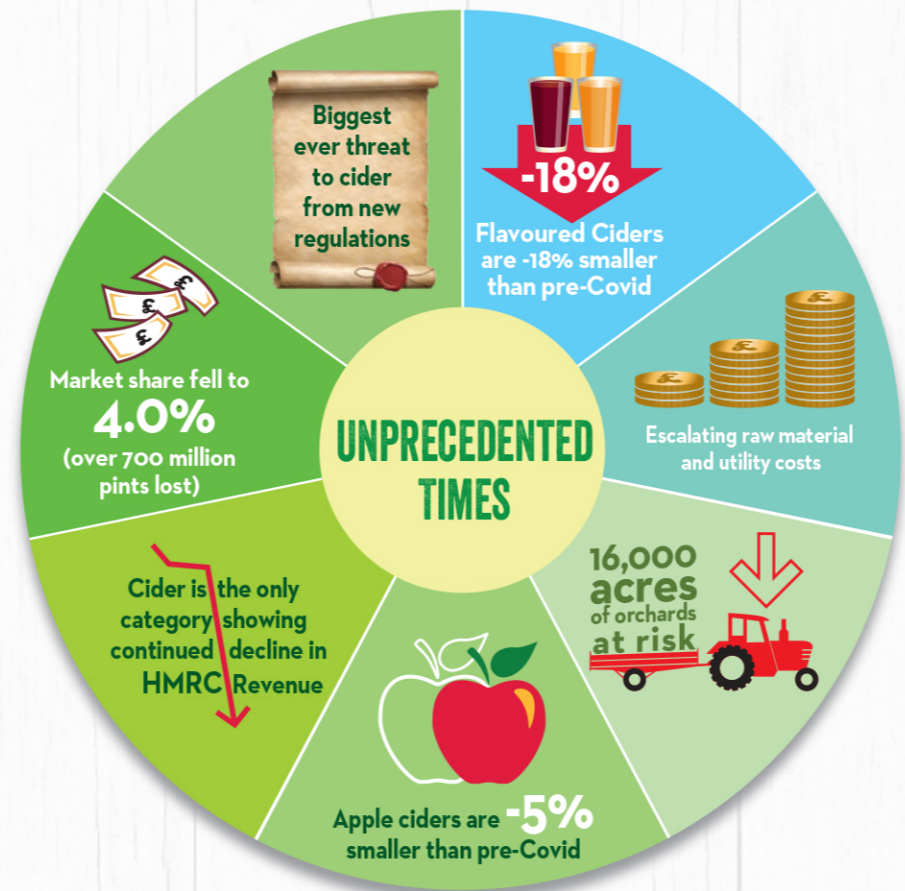
- Changes hit traditional ciders the hardest and add too much complexity to cider makers until the digitised system comes on board.
- Cider makers will move from 3 excise rates to around 20+ excise rates.
- The alcohol duty review stifles rather than unlocks the cider category.
- Reinstating the 46% Duty Differential at average ABV is critical to growth.
- Small Producer Relief must be introduced in parallel to duty changes.

FLAVOURED CIDERS

- Opportunity to better support cider makers & apple growers. Missed opportunity with ADR that needs resolving with the 2023 consultation into the definition of cider.

SUPPORT OUR GREAT BRITISH CIDERS

Help save cider making and apple orchards for future generations



A CRITICAL PART OF THE RURAL ECONOMY



Source: NACM Members 2022

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 makers, 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

18 Full Members, representing 95% of Cider sold in the UK.

3 Regional Association Affiliates, representing c255 craft Cider Makers

For more information contact

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