



FIND YOUR CIDER



Introduction

The UK is home to the world's largest cider market, with a rich history of cider making stretching back centuries. The UK is both the world's largest cider producer and its most important cider market, with a rich history of cider making stretching back centuries.

Changing consumer habits are impacting the cider landscape. Yet these changes present an opportunity to build on its unique strengths, reconnect with consumers and drive future growth.

In order to achieve growth for the cider industry we must come together as a sector and tell the story of an orchard in every sip.

The idea is that all Cider Makers across the UK post the same messaging around Find Your Cider to build traction on social media.

Find Your Cider

We are asking Cider Makers to support the Find Your Cider campaign by posting coordinated social media content during harvest. By sharing consistent messages on the same campaign days, we can build greater visibility, reach more consumers and celebrate the people, orchards and products that make British cider unique.

Join in the campaign by downloading the assets. Choose your own photographs and brands for each post and then copy the words below on each date.



FIND YOUR CIDER



Social Post 1: 25th September

Variety

There's a cider for everyone.

From crisp and refreshing to rich and complex, today's cider category offers more choice than ever before.

Why not try something new and
#FindYourCider #BritishCider



Social Post 2: 21st October

Apple Day

Today is Apple Day!

Every cider starts in the orchard, where apples are grown, picked and pressed with care.

It's the most important time of year for cider makers across Britain.

This harvest, discover the story behind your cider and
#FindYourCider #BritishCider #AppleDay



Social Post 3: 13th November

The People Behind Cider

Great cider is made by great people. From orchard teams to cider makers, generations of skill and craftsmanship go into every bottle and pint.

Support British cider and meet the people behind
the drink #FindYourCider #BritishCider

