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THATCHERS

PEOPLE WHO CARE ABOUT CIDER

**PRESS RELEASE
APRIL 2013**

**THATCHERS CIDER MAKERS PRAISED AS THATCHERS VINTAGE NAMED
CHAMPION CIDER IN THE “BREWING OSCARS”**



At a presentation at London’s Guildhall last week, Thatchers Vintage Cider was named Champion Cider in the International Brewing Awards 2013, widely dubbed the “Oscars of the brewing industry.”

Managing director Martin Thatcher was presented with the Champion’s Trophy by chair of judges Bill Taylor.

Martin said, “This is a real honour for our Vintage Cider to have been recognised as Champion Cider amongst such stiff competition from all over the world. Our aim is always to produce the best quality cider with exceptional taste, and to come home with this trophy means that we do just that.

“This competition was judged by a panel of expert cider makers in a blind tasting. That’s what makes this award extra special.

“We have some exceptionally talented people working at Thatchers who are passionate about making cider. I’d like to thank everyone who has helped craft Thatchers Vintage cider into the acclaimed cider it is, and to the panel of judges at the International Brewing Awards for recognising us with this award.”

Thatchers cider makers use specially selected apple varieties from a particular year’s crop to make the Vintage cider. Once pressed, the cider is aged in 100 year old oak vats to give a characteristic depth of flavour. At 7.4% abv, Vintage is a medium dry, fresh, softly rounded cider, which has a fruity, floral aroma and a touch of sparkle.

“Using traditional cider making techniques such as maturing in our wonderful old oak vats is a hugely important part of what makes up a Thatchers cider – the fact that my family has been pressing cider at Myrtle Farm since the early 1900s means we can bring real depth to our ciders,” adds Martin.

The International Brewing Awards, since 1886, is a bi-annual event that is considered to be one of the most prestigious brewing competitions in the world, recognising excellence in brewing and cider making. Ciders were included this year for the first time after a long absence.

Thatchers Vintage had been recognised with a Gold Medal in the class for cider 5.0% abv and above, before going on to be named overall Champion Cider.

Thatchers Gold cider also received two medals in the same competition. In the class for cider up to 4.9% abv, we received a Silver Medal for Gold in bottle, and a Bronze Medal for Gold in keg.

www.thatcherscider.co.uk

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