	Geographical Indication Product Database - Step 1- Worcestershire Traditional Orchard Cider	**SOURCE :** **Author : Ness** **Institution : UNEW** **Date : Aug 2006**

DESCRIPTION :

1. NAME OF PRODUCT :

Worcestershire Traditional Orchard Cider

2. COUNTRY AND REGION IN THE COUNTRY:

County of Worcestershire, England, United Kingdom

3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)

Cider (Other drinks). Substitutes are other ciders and perrys and alcoholic drinks in general

4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :

Traditional cider prepared by fermentation of locally grown cider apples, containing up to 25% perry pear juice, that gives the cider rich apple flavours with notable astringency and a balance between sweetness and bitterness.

5. LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):

Traditional product with strong link to the area, which uses only special cider apples from the area.

6. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure..) :

. Cider apples are harvested during the period September – November. Weather conditions during growth produce a distinctive flavour. Fruit is pressed to obtain the juice. Sugar content and acidity is adjusted as required. The juice is fermented naturally or uses cider yeast for a period of 3 months. The cider is racked off and matured for up to 6 months.

Supply chain is part `of the supply chain for alcoholic beverages and is distributed to the hospitality sector (pubs, restaurants, clubs) and to the grocery sector (multiples, independents and specialists). Some direct retail sales may take place

7. MARKET AND REPUTATION (size, price premium, attractiveness, growth) :

The wider market is the market for alcoholic drinks. The cider market is designated in terms of mainstream, premium and economy sectors. The product is positioned in the premium sector and is the only sector to enjoy growth. The cider market is valued at £1.15 billion.

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8. APPLICANT / HOLDER (IF ANY) :

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RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

Traditional links with geography of area

Identified by research by the Land Agency as a product that makes a positive contribution to distinctive landscape character, maintains traditional landscape features and that supports traditional landscape use.

CATEGORY :

☑ **Origin Product** ☐ **GI product** X **Recognized GI (PGI) product**