

CidrExpo

FRANCE'S FIRST INTERNATIONAL CIDER TRADE SHOW

WWW.CIDREXPO.COM

AN EVENT DEDICATED TO CIDER!

FOR THE FIRST TIME, CIDER PRODUCERS FROM AROUND THE WORLD WILL COME TOGETHER ON 13-15 FEBRUARY 2020 IN NORMANDY, FRANCE; A REGION FAMOUS FOR ITS CIDER PRODUCTION.

13-15 FEBRUARY 2020 IN CAEN, NORMANDY.

Modern, mass-produced, scrumpy or craft, cider producers have been joining forces over the last few years to kick-start the cider (r)evolution by highlighting the unprecedented range of ciders now on the market, all while respecting the fundamental values of this traditional beverage. There seemed a great deal of sense in holding a tradeshow dedicated to cider and its accompanying products in France. So here it is: a tradeshow; a workshop; a cider melting pot! The very first CidrExpo trade show will highlight the diversity of the cider industry, which is currently seeing a renaissance.

CIDREXPO: A GATHERING OF CIDER PROFESSIONALS

CidrExpo came about as the result of a single observation: that there was no major international event anywhere in Europe **promoting all that the cider industry had to offer** and bringing together producers, trade professionals and suppliers. CidrExpo will provide a **comprehensive** overview of this industry, bringing together all of the producers of today, from all over the world, in **all their subtleties and processes** (the big brands, craft ciders, scrumpy ciders and PDO-labelled varieties).

CIDREXPO: A SHOWCASE OF INTERNATIONAL CIDER PRODUCERS

Meet **producers**, discuss **industry news**, try new **food and cider pairings**, discover different **varieties** of apples and **terrains** in France and abroad, see how much production techniques have **evolved**, learn about the cider orchard **biodiversity**... this is what you can expect at CidrExpo, which has developed a comprehensive programme to meet the demands of experts, buyers, producers and amateur cider enthusiasts alike.

CIDREXPO 2020, WHAT TO EXPECT

- More than 100 producers
- More than 10 countries
- 5,000 buyers expected
- Expert conferences and master classes
- Tasting sessions
- Meetings with cider sommeliers
- Food and cider pairings
- Technical round table sessions

AND... THE LARGEST CIDER BAR IN THE WORLD

Located in the middle of the trade show, this large cider bar will be one of the highlights of CidrExpo, where visitors can try all of the ciders at the trade show for free.

Guided tasting sessions will educate professionals, giving them an **overview** of the many ciders on offer, and enabling them to **better navigate** the **different exhibitor stands**.

The cider bar will be open to the **general public** on **Saturday 15 February**, where it will run similar sessions, with a **taster menu** that should make for an **educational, fun and social** experience.

CIDER
SIDRA
Poirés
Cidre
Pink Cider
Extra-brut
APFELWEIN
Ice Ciders
Gastronomic Cider
Bottled Cider
Draught Ciders
Ciders with Designation of Origin
Poirés with Designation of Origin
as well as Calvados
Eaux-de-vie POMMEAU
Apple Juices
Apéritifs Vinegars ...



INSIGHTS

THE INTERNATIONAL CIDER MARKETPLACE

Although the international cider marketplace is dominated by Anglophone countries such as the USA, UK and Ireland, France is the number one cider apple grower in Europe, with more than 22,000 acres* of orchards and an annual harvest of around 250,000 metric tonnes* of cider apples. Over 90 million litres of cider* are produced in France every year, 13% of which are exported.

* sources: Unicid

A RAPIDLY GROWING INDUSTRY

Cider apple growers, producers and brewers are all in agreement: there's more to life than just pancakes! So in 2020, a mere few weeks before « Pancake Day », they will be demonstrating this at CidrExpo at various cider tasting sessions. These producers' high standards, imagination and talent have led to a thriving cider scene which has developed far beyond the traditional, folklore image commonly associated with cider. From draft and craft to fruit flavoured, the many different varieties of cider now available has allowed cider to forge a new identity in the minds of consumers, cider merchants and sommeliers.

ABOUT CIDREXPO

This brand new trade show is the initiative of a group of Normandy cider **producers**: Étienne Dupont (Domaine Dupont), Étienne Fournet (Domaine des Cinq Autels), Jean-Luc Olivier (Ferme de la Galotière), Antoine Marois (Domaine Antoine Marois) and Agathe Letellier (Manoir d'Apréval); **cider enthusiasts**: Jean-François Bougeant, cider merchant and expert in Etretat (La Mer à boire), wine and cider journalist Dominique Hutin (France Inter – On va déguster); and **Caen Événements**; the events company that manages the Parc des Expositions de Caen.

PRACTICAL INFORMATION

Address: Caen Événements, rue Joseph Philippon, 14000, Caen, France
 Opening hours: 10am-7pm
 Exhibitor contact: ac.mauger@caen-evenements.com
13-14 February: trade only
15 February: trade and general public

MEDIA CONTACTS

Michèle Fréné Conseil Agency

Michèle Fréné | Florence Basseux
mfc@michele-frene-conseil.fr
 02 31 75 31 00



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