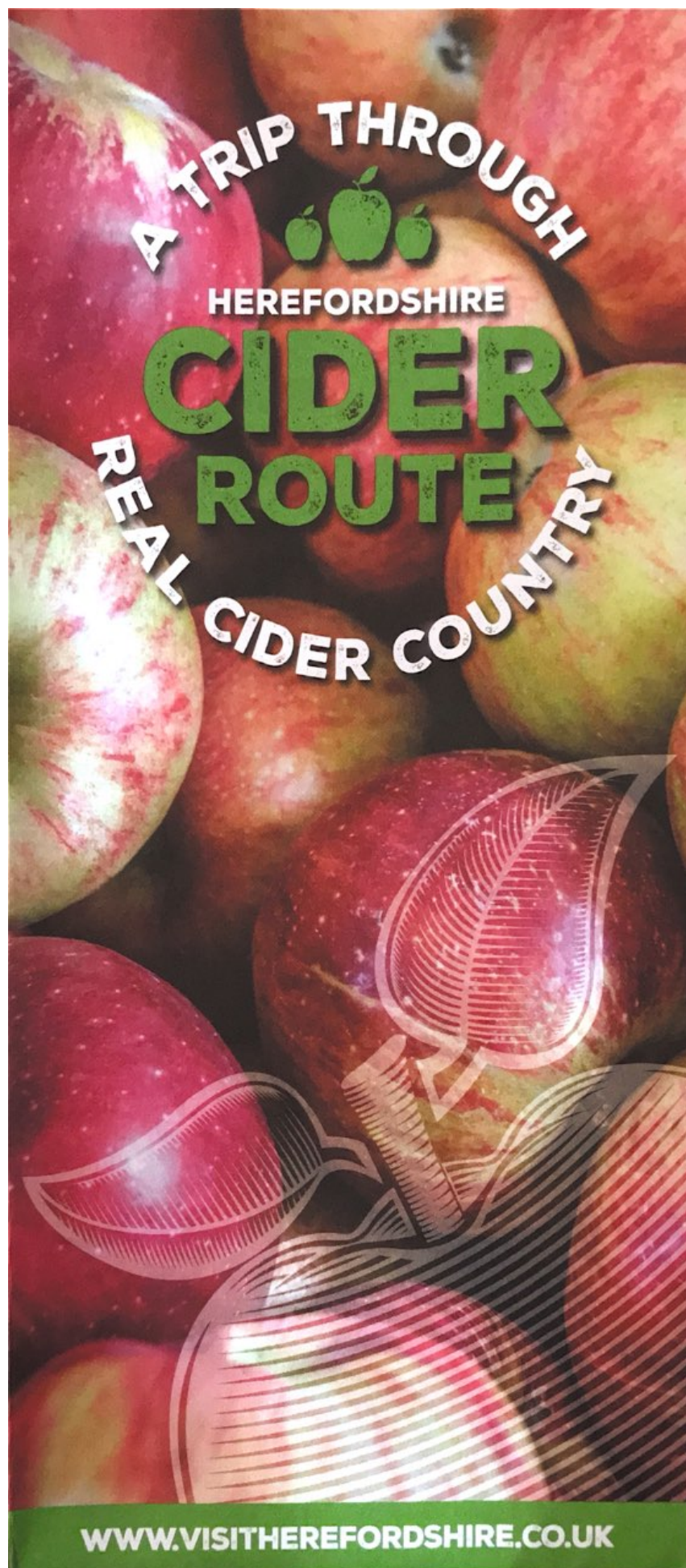




A TRIP THROUGH



HEREFORDSHIRE

CIDER ROUTE

REAL CIDER COUNTRY



WWW.VISITHEREFORDSHIRE.CO.UK

The history of **CIDER COUNTY**

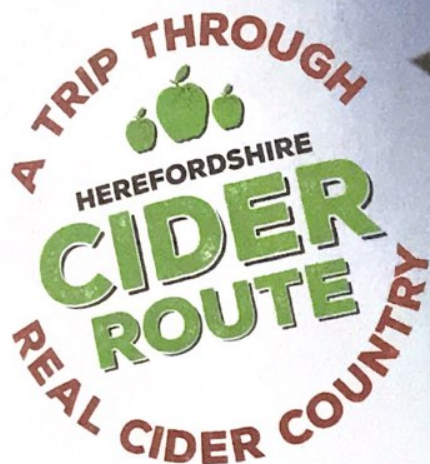
There are many notable Herefordshire cider producers from small independents making a few litres of cider to the multi-national companies who produce millions of litres and export worldwide.

The earliest written reference to cider is found in the Wycliffe 'Cider Bible', printed in the 15th Century. Today the 'Cider Bible' is housed in the Chained Library at Hereford Cathedral. Apple trees were grown well before the arrival of the Romans, although it was the Romans that first recorded drinks made from the fermented juice of apples and pears. During the 18th Century it became tradition to pay part of the farm labourer's wage in cider and a typical allowance on a farm would be three to four pints per day, increased to six to eight pints during haymaking and harvest.

Modern fruit varieties used in Herefordshire can be traced back to the pioneering work of Viscount Scudamore of Holme Lacy in the 17th Century. Scudamore was ambassador to the court of Louis XIII during the reign of Charles II and returned from France with a collection of cider fruit from Normandy. These were used to improve the English stocks through cross-pollination. Cider rapidly became the national drink and reputedly more cider houses than ale houses were licensed in London during the reign of Charles II.

By the 1900s, Bulmer's had the largest apple-pressing mill in the world right here in Hereford. By the late 1960s and early 1970s, commercial cider makers realised that there would soon be a shortage of fruit in the UK. Old orchards planted at the start of the century were reaching the end of their life and farmers were grubbing (digging) them out, with the assistance of Government schemes that gave them money to replace the unprofitable fruit trees with food crops. In the early 1970s, Bulmer's was one of the first companies to introduce intensive orcharding using bush orchards.

For centuries cider has been a popular drink as well as a wage substitute, and although the latter is no longer the case its popularity as a drink is certainly on the up.



How to enjoy

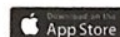
HEREFORDSHIRE CIDER

- Learn about its history and traditions
The Cider Museum in Hereford is a great place to start, or download the Golden Fire app to your mobile device
- Drink it! Ask for Herefordshire cider in pubs and restaurants
- Eat it! Look out for dishes using cider when you eat out
- See it being made – visit our cider producers
- Get involved – a number of events enable you to talk to cider makers
- Enjoy the cider landscape – orchards are special places in all seasons, blossom in spring, shade in summer, apples in autumn and mistletoe in winter
- Explore the cider cycling trails around Ledbury and Pembridge

REMEMBER Don't drink and drive!

CIDER FACTS

- One ton of apples will make approximately 580 litres (130 gallons) of cider
- The UK is the largest producer of cider, accounting for 62% of all sales and Herefordshire cider accounts for more than 50% of all sales
- Cider remained untaxed until 1976, when a 7000 litre exemption for small-scale producers which remains today
- Between 1995 and the start of the 21st Century, over two million cider apple trees were planted in Great Britain
- Between 2009-2010, cider tax contributed £300 million to the Treasury



The app that pulls together the rich history of cider production in Herefordshire with an up-to-date guide to all the ciders being made in the county today.

WWW.CIDERROUTE.CO.UK



CIDER DIARY

Please check all events prior to visiting.

January & February

Apple County Cider Company

Wassail held in the orchard late January
with music & cider
www.applecountycider.co.uk

Producer tastings

1st Saturday of every month
www.threecountiescider.co.uk

Annual Wassail

www.thecrowninn.pub

The Wassail

Leominster Morris
www.leominstermorris.org

April & May

Blossomtime in Putley

Cider and Perry Tasting,
Orchard Walks and Teas
www.bigapple.org.uk

International Cider & Perry Competition

www.cidermuseum.co.uk

Cider, Perry, Ale Music Festival

May Day Bank Holiday Weekend
www.thecrowninn.pub

June & July

The Royal Three Counties Cider and Perry Championships

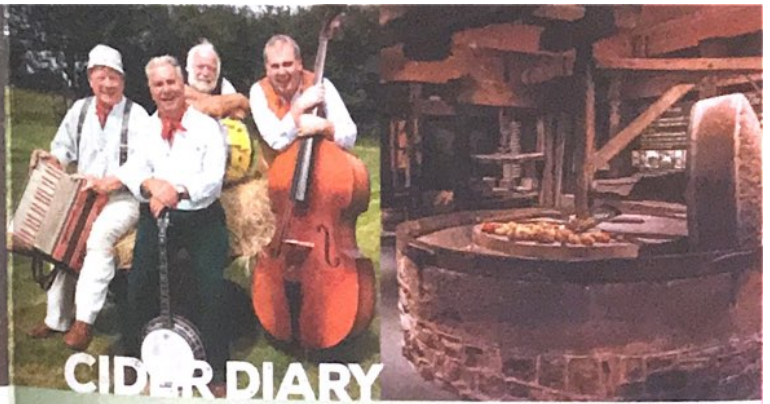
Severn Hall, Three Counties
Showground, Malvern.
www.thethreecountiesciderandperryassociation.co.uk/events

Bartestree Cider and Beer Festival

Bartestree Village Hall
www.bartestreevillagehall.co.uk/upcomingevents.html

The Annual CAMRA Beer and Cider Festival

Hereford Rowing Club
www.herefordcamra.org.uk/festival.html



CIDER DIARY

Please check all events prior to visiting.

Ledbury Poetry Festival

Music, Food and Drink
www.poetry-festival.co.uk

Open Farm Day

www.orgasmiccidercompany.co.uk

Open Farm Sunday

www.westons-cider.co.uk

August & September

Down on the Farm Music Festival

www.downonthefarmfestival.gwatkinscider.co.uk

Cider Festival

Broome Farm
www.rosscider.com

October - December

Big Apple Harvestime

In and around Much Marcle
www.bigapple.org.uk

Apple Day

www.applecountycider.co.uk

Harvest Celebration

Bring family and friends to celebrate
the end of a good harvest.

Enjoy an evening tour of the Cider Mill
to see the apples being milled and then
sit down to a delicious two course
supper.

For further details call 01531 660108
www.westons-cider.co.uk

Cider & Perry Making Courses

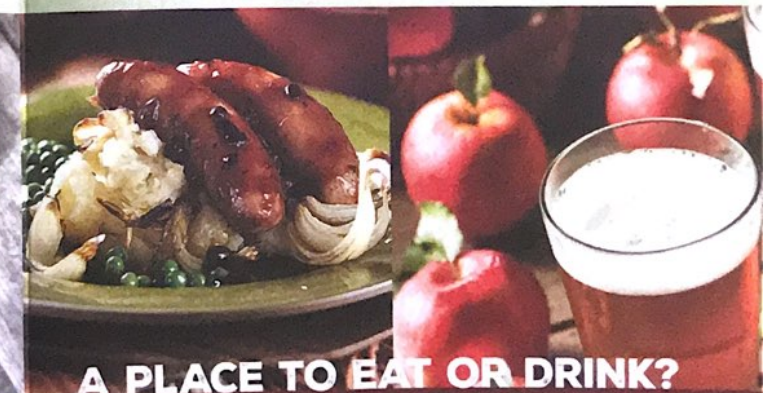
www.greggs-pit.co.uk

For other events

please see individual producer websites,
and for upcoming cider tours
www.rural-concierge.co.uk



GO TO WWW.CIDERROUTE.CO.UK



A PLACE TO EAT OR DRINK?

GO TO WWW.VISITHEREFORDSHIRE.CO.UK

Featured on our Cider Route are a range of Cider producers who have opened up their doors allowing you to peep into the fascinating world of Cider and Perry production and taste cider and perry straight from the casks...

An excellent starting point for your Cider Route is the Cider Museum in Hereford, where you will discover the history and development of cider production, or you can download the **Golden Fire app** to your mobile device. After which, head out into the Herefordshire countryside to visit some of the cider producers listed and experience for yourself the true taste of Herefordshire Cider.



Disclaimer

This guide is published by Visit Herefordshire. Tel 01432 268430.

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Design Neil Morris www.touchdowndesign.net



1 APPLE COUNTY CIDER CO



Whitehouse Farm, Crossways
Monmouthshire NP25 5NS

T 01600 750835

E hello@applecountycider.co.uk
www.applecountycider.co.uk

Admission FREE Tours/Tastings Free tastings, fees may apply for tours. Walk leaflet 50p Open Mon to Sat 10am-6pm. Sun 11am-5pm Directions Follow the trail of cider signs, just west of Skenfrith on the B4521 or on the B4347 from Monmouth about 2 miles past Newcastle



2 BUTFORD ORGANICS



Butford Farm, Bowley Lane
Bodenham HR1 3LG

T 07807 333950

E martin@butfordorganics.co.uk
www.butfordorganics.co.uk

Admission FREE Tours/Tastings Fee depends on numbers and extent of tour Open Fri & Sat 10am-5pm & most Bank Holiday weekends. May be closed for special events Directions From A49 Hereford-Leominster, turn right onto A417 after Dinmore Hill signposted Gloucester. After 3 miles, turn left to Stoke Prior and Butford Farm is 1.5 miles on the right.



3 CIDER MUSEUM



Pomona Place
Hereford HR4 0EF

T 01432 354207

E enquiries@cidermuseum.co.uk
www.cidermuseum.co.uk

Admission Adults £5.50, Conc £5, Student/Child £3, Family £16 Tours/Tastings Self guided tour, groups welcome Open Open 10.30-4.30 Monday to Saturday. Self-guided tour. Group tours/tastings - please book via enquiries. Directions West of Hereford City centre on A438 Brecon Road (next to Sainsbury's)



4 DUNKERTONS CIDER CO LTD



Hays Head, Pembridge
Leominster HR6 9ED

T 01544 388701

E shop@dunkertonscider.co.uk
www.dunkertonscider.co.uk

Admission FREE Tours/Tastings FREE tastings and walks in the orchard are available when the shop is open. Open Fri and Sat 10am to 5pm. Closed Sunday to Thursday Directions From the A44 Leominster-Kington, at Pembridge turn left by the New Inn and follow signs for the Cider Mill on the left.



5 GREGG'S PIT CIDER & PERRY



Gregg's Pit
Much Marcle HR8 2NL

T 01531 660687

E greggs@btinternet.com
www.greggs-pit.co.uk

Admission FREE Tours/Tastings Fees may apply for tastings Open By prior arrangement Apr-Mid Nov 10.30am-6pm, Mid Nov-Mar 12pm-4pm Directions From A449 Ledbury - Ross-on-Wye, turn left at staggered crossroads in Much Marcle, follow Dymock Road past Glebe Orchard on the left and turn right up a track a short distance on the right.



6 GWATKIN CIDER COMPANY LTD



Moorhampton Park Farm
Abbeydore HR2 0AL

T 01981 551906

E info@gwatkinco.co.uk
www.gwatkinco.co.uk

Admission FREE Tours/Tastings FREE Open Daily 9am-6pm Directions We are only 27 minutes from Hereford, 30 minutes from Abergavenny and 25 minutes from Hay-on-Wye. Please see our website for directions.



7 NEWTON COURT CIDER



Newton Court Farm, Leominster
Herefordshire HR6 0PF

T 01568 611721

E paul.newtonscider@gmail.com
www.newtoncourtco.co.uk

Admission FREE Tours/Tastings Tours and groups welcome by arrangement Open Mon-Sat 10.30am-5pm. Sunday 10.30am-1pm Directions From A49 Hereford-Leominster, take the first exit at the Leominster roundabout signposted Leominster and Newton. Follow our sign down next lane on left.



8 OLIVER'S CIDER & PERRY



The Old Hop Kilns, Moorhouse
Farm, Ocle Pychard HR1 3QZ

T 07768 732026

E tom@oliversciderandperry.co.uk
www.oliversciderandperry.co.uk

Admission FREE Tours/Tastings By prior appointment Open Sat 10am-4pm or by prior arrangement Directions From A465 Hereford-Bromyard, turn onto A417 at Burley Gate roundabout towards Gloucester. Take the first entrance on the right to Moorhouse Farm and continue to The Old Hop Kilns.



9 ONCE UPON A TREE



Redbank
Ledbury HR8 2JL

T 01531 637119

E shop@onceuponatree.co.uk
www.onceuponatree.co.uk

Admission FREE Tours/Tastings Free tastings at the Three Counties Cider Shop Open Visit can be arranged by appointment only Directions Three Counties Cider Shop - on the High Street of Ledbury opposite the clock tower



10 THE ORGASMIC CIDER CO LTD



Great Parton, Eardisley HR3 6NX

T 01544 327244 07773 037448

E enquiries@orgasmiccidercompany.co.uk
www.orgasmiccidercompany.co.uk

Admission FREE Tours/Tastings Group tours available, see website for details Open Fri 2pm-5pm, Sat 12pm-5pm or by prior arrangement Directions From A438 Hereford-Brecon, continue at the Brecon turn onto the A4111 towards Eardisley and immediately right again onto the A4112 towards Leominster. Great Parton is a short distance on the right.



11 ROSS-ON-WYE CIDER & PERRY



Yew Tree Inn, Peterstow
Ross-on-Wye HR9 6JZ

T 01989 562815

E info@rosscider.com
www.rosscider.com

Admission FREE Tours/Tastings Groups 12 or more by arrangement. £12 per head includes walk, talk, tutored tasting and bottle to take home. Open Cider Shop daily 12 noon to 7pm Yew Tree Inn daily from 12 noon Directions From A49 Ross-Hereford, on the right hand side in the village of Peterstow.



12 THE CROWN INN



Woolhope
Hereford HR1 4QP

T 01432 860468

E kitchen@thecrowninn.pub
www.thecrowninn.pub

Open Mon-Fri Lunch 12pm-3pm, food 12pm-2pm. Mon-Fri Eve 6pm-11pm, food 6pm-9pm. Sat 12pm-12am, food 12pm-3pm, 6pm-9.30pm. Sun 12pm-11pm, food 12pm-3pm 6pm-9pm Directions From B4224 Hereford-Fownhope, turn left between Moon Inn and the bridge, signposted Woolhope. At the T junction in Woolhope, turn left and The Crown is on the left.



13 THREE COUNTIES CIDER SHOP



Sa The Homend
Ledbury HR8 1BN

T 01531 248004

E shop@threecountiescider.co.uk
www.threecountiescider.co.uk

Admission FREE Tours/Tastings Free tastings Open Tues-Thurs 10am-4pm, Fri-Sat 10am-5pm (Also Sundays in December - check web for details) Directions On Ledbury High Street, opposite the clock tower



14 TY GWYN CIDER



Pen y Lan Farm, Pontrilas
Herefordshire HR2 0DL

T 01981 241181

E alex@tygwyncider.co.uk
www.tygwyncider.co.uk

Admission FREE Tours/Tastings FREE Open Weds-Sat 10-6, 11-5 on Sundays and bank holidays Directions From A465 Hereford-Abergavenny, at Pontrilas take the road to Rowlestone. Continue up the hill for approx. 400m and Ty Gwyn Cider is the first farm on the left.



15 WESTONS CIDER VISITOR CENTRE



The Bounds, Much Marcle
Ledbury HR8 2NQ

T 01531 660108

E enquiries@westons-cider.co.uk
www.westons-cider.co.uk

Admission Tours/Tastings: Adult £10, Child £4, Family £25 Open Mon-Fri 9am-5pm, Sat-Sun 10am-5pm Directions From A449 Ledbury-Ross-on-Wye, turn right at the staggered crossroads in Much Marcle signposted to Woolhope. Westons is ¼ mile on the right.

