

« CRU DE CAMBREMER » CIDER-MAKERS FOR 1999

Ciders malers compete annually and those selected display the sign «Cru de Cambremer» on the roadside at the entrance to their farm. You are welcome to go inside farms and ask how cider and Calvados are made.

The newly recognized « CIDRE DE CAMBREMER - A.O.C. PAYS D'AUGE » label is your guarantee of provenance and quality. As growths differ from cellar to cellar, ask to taste the cider.

In addition, certain producers marked with a ▲ will take you on a visit of their premises (cellar, cider making plant, cider press or distillery).

We remind our British friends that it is a custom in France to have lunch from noon until 2 pm.

Bookings should be made for groups.

Price proposed for 1999 VAT incl. 18 F a bottle

1. M. BIRON Albert, Beaufour-Druval, Ci. Ca. P. 02 31 65 11 76 ★
2. ▲ M. LEPAGE Bernard, Beaufour-Druval, Ci. Ca.P. 02 31 65 12 75 ★
3. M. SAUVAGE Alain, Grandouet, Ci. 02 31 63 07 65
4. M. DAVID Ph., Beuvron-en-Auge, Cav. P. Ci. 02 31 79 23 05 ★☆☆
5. ▲ M. DUPONT Etienne, Victot-Pontfol, Ci. Cav. P. 02 31 63 24 24 + fax 02 31 63 14 76 ★☆☆
6. M. CENIER J.-L., Repentigny, Ci. 02 31 64 38 69 ★
8. ▲ Mme GRANDVAL P., Cambremer, Cav. Ci. 02 31 63 01 74
9. ▲ M. GRANDVAL Y. et F., Grandouet, Ci. Ca. P. 02 31 63 08 73 + fax 02 31 63 12 43★☆☆
11. ▲ M. HELIE François, Rumesnil, Ci. Ca. 02 31 63 03 18
12. ▲ M. DESVOYE G., St-Aubin-Lebizay, Ci. Ca. P. 02 31 65 11 94 ★☆☆
14. M. MONTAIS Bernard, Rumesnil, Ci. Ca. 02 31 63 02 01
15. Mme. CAMUS Paul, Rumesnil, Cav. 02 31 63 04 03
16. ▲ Mme DENIS, St-Aubin-Lebizay, Ci. Ca. Poiré. 02 31 65 13 39 ★
17. ▲ MM. TURMEL R. et BIGNON Luc, St-Laurent-du-Mont, Ci. Ca. P. 02 31 63 04 74 + 02 31 62 27 24 ☆
18. Mme. FOUCHER., Cambremer, Ci. Cav. 02 31 63 01 71
19. M. GIARD Roger et Michèle, Grandouet, Ca. TV. P. Ci. 02 31 63 02 40 ★☆☆
21. ▲ M. LEMOINE Louis, N.-D. d'Estrées, Ca. P. 02 31 63 00 94 ☆
22. ▲ M. HUET P., Cambremer, Ca. TV. Ci. P. 02 31 63 01 09 + fax 02 31 63 14 02 ★☆☆
23. M. VILAIN Bruno, Crèvecœur, Ci. Ca. P. 02 31 63 03 83 (W.E.)
24. ▲ M. RUNGETTE Thierry, La Houblonnière, Ci. Ca. 02 31 32 22 74 ★

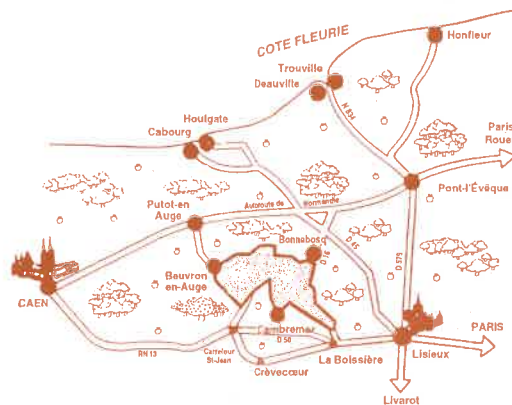
Ci : Cidre - Ca : Calvados - Cav. : Calvados Vieux - Ca TV : Calvados Très Vieux
P. : Pommeau.

Expédie Cidre ★ - Expédie Calvados ☆ - Expédie Cidre et Calvados ★☆☆

Alcohol can damage your health and should be taken with moderation.

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PAYS D'AUGE



EVENTS

Beuvron-en-Auge : 24 th of October, Cider Feast.

Cambremer : - « *Les Rencontres de Cambremer* » A.O.C. Feast encounters :
1 th May : Competition-debate. - 2 th May : Activities for the general public. - 3 th May : A.O.C. Day.

- *Weekends at the cider press* in October and November.

- *The Horse Feast* 14 th and 15 th of august.

MARKET

Cambremer : every sundays in July-August from 9 h 30 a. m. to 12 h 30 a.m.

WHAT TO SEE

Manor of Champ-Versan at Bonnebosq. Visits from april to 30 th of september everyday (except monday and tuesday) from 2.30 p.m. to 6 p.m. - Tél. 02.31.65.11.07.

Schlumberger Museum at Crèvecœur-en-Auge. Visits from april to september everyday (except tuesday) from 11 a.m. to 6 p.m. - Tél. 02.31.63.02.45

- The view from the chapel at Clermont ;
- Castel and stud'stables at Victot (exterior only) ;
- Cambremer, Grandouet and Druval churches ;
- Castel of the Roque-Baignard (exterior only) ;
- Castel (former abbey) of Val Richer (exterior only) ;
- The park and « Chartreuses » of the Chateau at Canon near Mezidon (guided visits) ;
- The « Butte aux Perdrix », at Beuvron.

TOURIST OFFICE :

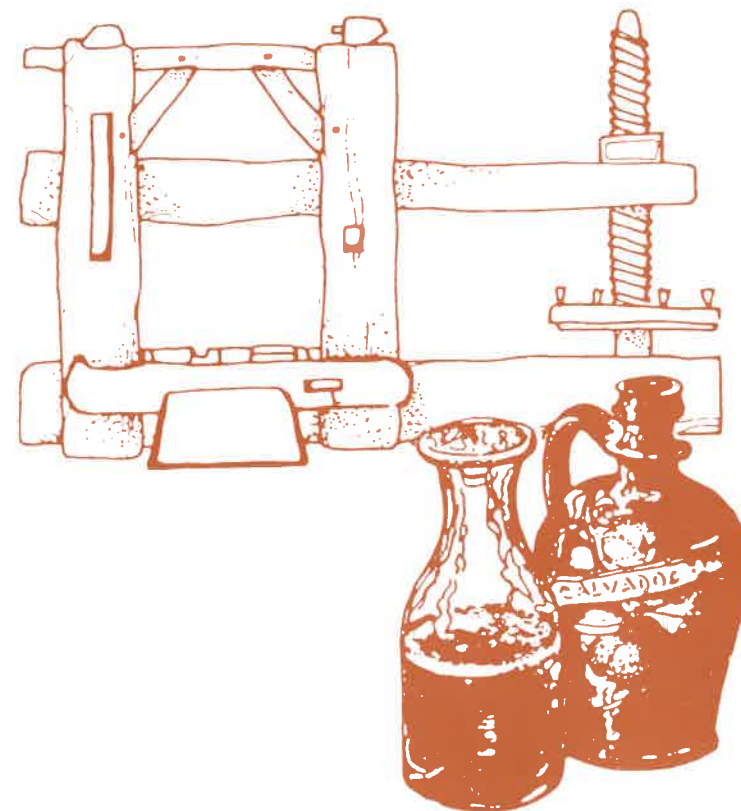
Syndicat d'Initiative - Maison du Canton de Cambremer, rue Pasteur - 14340 Cambremer - Tél. 02 31 63 08 87 - Fax 02 31 63 08 21



Calvados

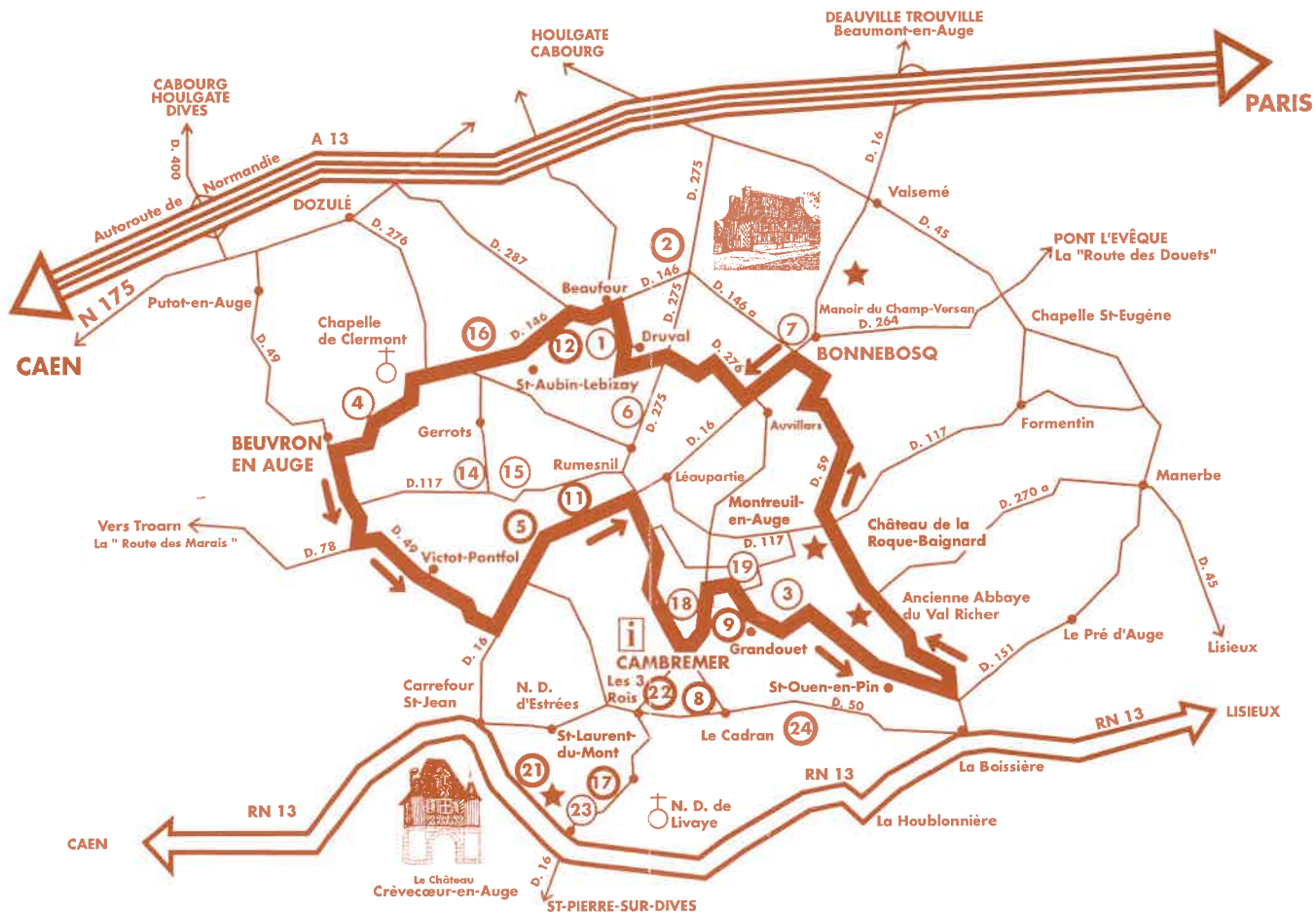
NORMANDIE Calvados

THE CIDER ROUTE



Édité par Calvados Tourisme, place du Canada, 14000 CAEN - COREOGRAPHIC 02 31 71 11 11 - J.P. LE BRUN IMPRESSIONS 02 31 71 11 24

1999



« CRU DE CAMBREMER »

Cider

Pure apple juice is pressed from a mixed assortment of varieties of fruit with names dating back in the music of expression : « tranquil », « field-mouse red », « domain » and so on. The blending of these varieties and quantities used is the secret of the cider-maker.

The ensuing apple juice is but the first stage.

Cider is a living thing ; it matures, clouds over then clears ; pure juice changes as the sugar turns to alcohol (5%) and its sweetness becomes sharper and the tang of each brew of cider is judged by local standards.

Cider is ever changing and alive, to the very moment that it flows bubbling into your glass.

Its strongly individual flavour is due to its quality as a natural product with nothing that is commonplace or run of the mill. There is a light tang to all the ciders of « CRU DE CAMBREMER » which quenches thirst and is rich in flavour and colour : not merely aered fruit juice like some commercial ciders. When drinking cider with the « CIDRE DE CAMBREMER » label you will be sure of tasting a pleasant natural product worthy of the « A.O.C. - PAYS D'AUGE » appellation and made according to strict ancestral methods.

Calvados

Calvados on the other hand improves with age, a fine spirit distilled traditionally in these parts : it is the finest destiny of the apple. Cider for distilling, instead being corket «cidre bouché» and drunk at meals, is left in cask on its lees. A year or two later it is distilled in the same way as cognac in the Charente district. This is done in two stages : the juice is drawn off and distilled a second time and the apple-cores are kept in the distilled liquid which matures gradually in oak casks. In this way the taste of the rest of the lees disappears and a fine spirit is born. The age of calvados is a weighty matter and one can still, on some family farms, find a spirit of fifty years old but there is also really great calvados and well worth drinking, not nearly so old as that. For good calvados note the seal which guarantees its quality.

Pommeau

Pommeau is Normandy's own « aperitif » and is made from the « must » or « wort » of cider and calvados using time-honoured recipes. As it matures in oak casks pommeau takes on a fine amber colour. When drunk slightly chilled one can appreciate its « body » and taste with the peculiar tang identified with « Cru de Cambremer ».

The labels are your guarantee.

To get these fine products, ask for *Appellation Contrôlée PAYS D'AUGE*. It will give you the character of the apple, scent, strenght, length and fullness.

THE CIDER ROAD

Access to this sign-posted tourist circuit is from the main N13 and N175 roads.

The Cider Road goes through the heart of the geographical sector covered by A.O.C.(*) « PAYS D'AUGE » ciders.

CAMBREMER CIDER is from a specific locality that takes in the picturesque villages of Cambremer, Beauvon-en-Auge, Bonnebosq and Beaufour-Druval, which reflect the charm and art of living in the Pays d'Auge.

On the « CRU DE CAMBREMER », (Cambremer Growth) farms, you can taste the cider, Calvados and Pommeau (aperitif made with cider and Calvados), and also visit certain cellars and old presses.

These are all stopping places with a wealth of knowledge where the watchwords are authenticity and friendliness.

(*) Appellation d'Origine Contrôlée (the guaranteed origin and quality label).

LET YOURSELF BE GUIDED by the Cider Road signs.



LOOK OUT FOR signboards marked « Cru de Cambremer » and do not hesitate to GO IN.



N. B. :

Some farms (nos 21, 23, 17, 22, 8, 24, 2) are located a little way off the Cider Road on either side of the circuit. Do not hesitate to ask for directions.