



Taste & Explore Cider & Perry: *Bespoke tour and master-classes*



Introduction

Quintessentially English, **cider** (fermented from apples) and **perry** (from pears) are amongst the oldest drinks produced in the UK and may be viewed as capturing the essence of our wonderful countryside.

From its traditional home in the West Country, Britain is the largest producer of cider in the world and has a long and fascinating history & heritage associated with growing cider apples and making the products.

For over 400 years perry making was one of the traditional arts of Britain. In the 17th Century perry was in significant demand and highly valued; indeed, when bottle-fermented, certain perries were accepted as being comparable to Champagne. In recognition of this, *Three Counties Perry* is now part of the **Slow Food Movement**.

This tailor-made and expert-led guided tour of western England will not only provide a comprehensive and exclusive insight into cider and perry and an opportunity to experience and learn about a variety of production methods, but will also offer a fantastic opportunity to explore less discovered countryside and to visit key centres of English heritage.

Who is it for?

Are you interested in

- Cider & perry and how it is made?
- Orcharding and fruit production?
- Artisan food & drink and its provenance?
- The English countryside and heritage?
- Exploration and discovery?
- Select company and culture?

.....then do join us!

You are likely to go away thinking differently and you will certainly discover and learn a lot more!

Dates and Itinerary (October 2008)

The tour will be custom-made for clients, according to individual requirements, budget and length of time available.

In 2008, the tour and series of master-classes will be run during the period **Saturday 11th to Friday 17th October** inclusive. Clients are free to choose from as many of the following activities as they wish:

- **Saturday: Cider & Perry – Make & Enjoy.** A one-day practical cider making course;
- **Sunday: Cider & Perry – Taste & Enjoy.** A one-day tutored tasting master-class;
- **Monday:** An expert-led tour of Somerset cider producers and their orchards;
- **Tuesday:** An expert-led tour of Herefordshire cider & perry producers and the Hereford Cider Museum;
- **Wednesday - Friday:** A range of options are available for clients including:
 - o Advanced master-classes in cider & perry-related topics according to demand;
 - o Work-shops and practical work (e.g. cider blending) with individuals or groups as appropriate;
 - o Accompanied visits to other cider makers (e.g. in Devon) **and/or** orchards **and/or** to centres of English heritage;
 - o Own arrangements e.g. car hire and self-guided visits.

Your guide & tutor

Peter Mitchell – a highly regarded, enthusiastic, qualified and internationally recognised authority in cider and perry making and tasting – will lead the tour and associated master-classes.

With 25 years of hands-on cider & perry making experience and with an excellent reputation throughout the cider industry, Peter is a professional trainer, an experienced tour-guide, a UK and USA cider & perry judge and an award-winning producer in his own right.

Tour / Course Base & Accommodation

The tour and classes will be operated through the **Cider Academy** and its Gloucestershire base (central for visits to cider & perry making areas). A range of hotels, guesthouses and B&Bs are conveniently situated nearby.

Final Arrangements and Costs

Initial Registration: Prospective clients are requested to notify Mitchell F&D Limited (info@mitchell-fd.co.uk) of their interest in participating **and** indicate the specific activities (including any Wed. – Fri. options) they may be interested in.

Initial registration does not commit individuals to final participation or any costs, but it is important that it is done as early as possible to enable demand to be assessed and full planning to commence.

Next Steps: After the initial registration has been received, an individual quotation will be provided, based on the required schedule and activities selected. The costing will cover the following items as chosen:

1. Organisation of the programme and assistance with individual arrangements (e.g. booking accommodation, travel to/from Gloucestershire).
2. Transport during the period Sat – Tue, plus other accompanied visits as required.
3. Payments to individual cider makers – to include supply of tasting samples during the visits.
4. Notes, samples & materials and in-class buffet lunches & refreshments for selected master-classes.

To proceed with a firm booking, payment of a deposit will be required and – in conjunction with individual clients - detailed preparations will commence.

Places are strictly limited, so to reserve a place or for further information about this and other activities, please contact:

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