

Where to buy local
Cider & Perry
specialist retailers

The Hop Pocket Wine Company

Mr Patrick Shave,
The Hop Pocket Craft Centre, New House Farm,
Bishops Frome, Herefordshire WR6 5BT
Tel 01531 640592 Fax: 01531 640592
Email sales@hoppocketwine.co.uk Web www.hoppocketwine.co.uk
Opening times Tuesday-Saturday 10:00-5:30, Sunday 11-5pm Wheelchair access yes
Over 60 local ciders and perries are available in our shop, as well as 100 real ales, 80 local wines and local cider brandies and apple liqueurs. Pop in for a free tasting or see our website to discover what's new. The craft centre also houses a delicatessen, gift shop and restaurant.
Directions From Bromyard, follow the B4214 towards Ledbury and after passing through the village of Bishops Frome, turn left where indicated into the Hop Pocket.

Orchard Hive and Vine

Mr Geoff Morris
Tel 01568 613576 Fax: 01531 640592
Email geoffmorris@talktalk.net Web www.orchard-hive-and-vine.co.uk
Online sales of locally produced cider, perries, apple juice, wine and bottled beer.
Contact us when you run out!

Truffles Delicatessen

Richard and Hayley Mayo, 46, High Street, Ross-on-Wye, Herefordshire. HR9 5HG
Tel 01989 762336 Web www.trufflesdeli.co.uk
Selling local ciders, perries, beers, wines, gin, vodka and cordial.
Directions From Ledbury, take the A449 into Ross, at the roundabout, take the 1st exit onto the A40, on the next roundabout, take the 3rd exit onto B4260/Gloucester Road, turn right at B4260 and you approach the high street.

Canon Pyon Post Office & Store

Marcus Williams
Canon Pyon, Hereford HR4 8NU **Tel 01432 830355**
Email info@realdrinksofengland.co.uk Web & internet sales www.realdrinksofengland.co.uk
Opening times 7am - 6pm Mon - Sat and 9am - 12 noon Sunday Wheelchair access yes
A village shop with probably the widest range of Herefordshire ciders and perries available in any village shop in the county; some from cider makers who produce small quantities whose drinks are not widely available even in Herefordshire all at competitive prices.

Tourist information Open all year

For general information on the county email us at enquiries@visitherefordshire.co.uk or go to www.visitherefordshire.co.uk

Hereford tic-hereford@herefordshire.gov.uk Tel: 01432 268430
Ross-on-Wye tic-ross@herefordshire.gov.uk Tel: 01989 562768
Ledbury tic-ledbury@herefordshire.gov.uk Tel: 01531 636147
Leominster tic-leominster@herefordshire.gov.uk Tel: 01568 616460

Cider Diary 2010
dates to remember



The Big Apple at Blossomtime
2nd - 3rd May, Putley
Taste more than 100 ciders and perries, meet the makers and enjoy a walk through our orchards in blossom. See www.bigapple.org.uk or telephone 01531 670544.

International Cider & Perry Competition
12 May, Cider Museum, Hereford
Enter the competitive world of cider-making and watch the experts vying for the top international awards. See www.cidermuseum.co.uk or telephone 01432 354207.

Ross On Wye Cider Festival
3rd - 5th September, Broome Farm
Three days of cider, music and oldfashioned merry-making - beginning with the ceilidh on Friday and featuring a farmers' market on Sunday, as well as many local producers of cider and perry. See www.rosscider.com or telephone: 01989 567232.

National Trust Apple Weekend
2nd - 3rd October, Berrington Hall, Nr Leominster
An established annual family treat. Cider making, apple displays, food and craft stalls, childrens activities and lots of apple related 'goings on'. 11am until 4:30pm. See www.nationaltrust.org.uk or telephone 01568 615721.

The Big Apple at Harvestime
9th - 10th October, Much Marcle
Unique community events amongst the orchards, celebrating the orchard, apple and cider heritage of the Marcle Ridge. See www.bigapple.org.uk or telephone 01531 670544.

Cider-making Festival
16th - 17th October, Cider Museum, Hereford
Demonstrations of traditional cider making, countryside crafts, tutored cider tastings, games and activites for all the family. Free samples of cider. An event not to be missed.

Flavours of Herefordshire Food Festival
23rd - 24th October, Hereford Racecourse
The fifth Herefordshire food festival will showcase even more outstanding food and drink from one of the most rural counties in England. The two day event will feature around 120 local producers, as well as demonstrations and talks by celebrity cheesemaker Sean Wilson, the Hairy Bikers and locally established chefs and foodies. There will be an opportunity to watch Herefordshire's finest young chefs at work, as well as chatting to the people who make, rear and sell real food with taste. See www.visitherefordshire.co.uk or telephone 01432 260621.

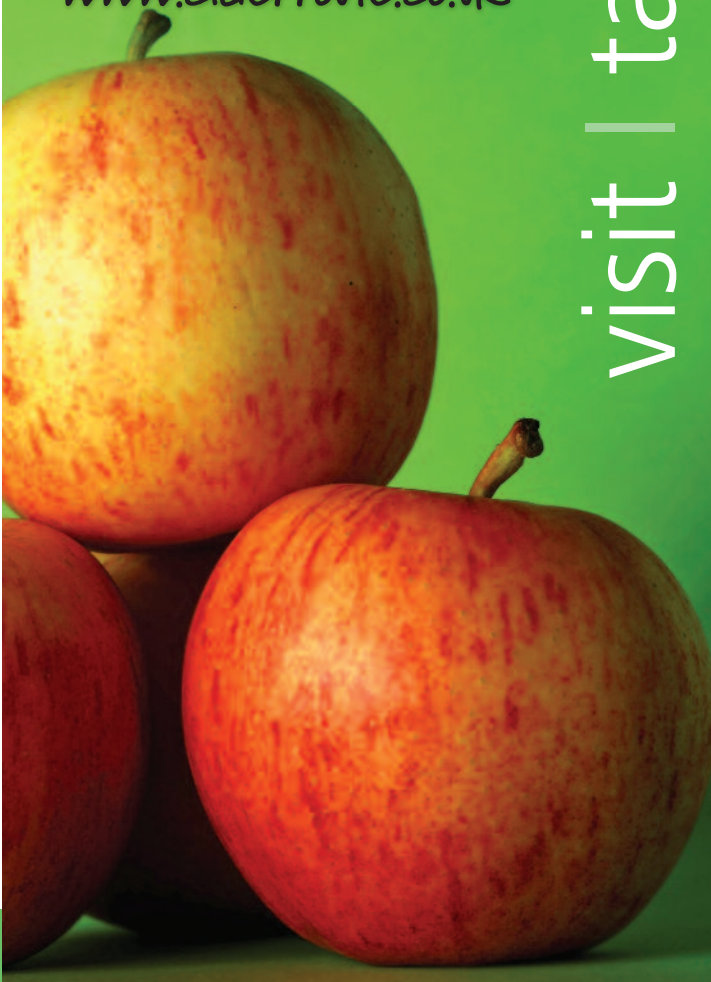
Celebrating Cider and Perry: An evening for Enthusiasts.
24th June & 11th November, The Scrumpy House Restaurant at Weston's Cider
See www.westons-cider.co.uk or telephone: 01531 660233.

For more information on Cider events and Wassailing in the area please visit the cider route website www.ciderroute.co.uk

Herefordshire

Cider Route

www.ciderroute.co.uk



visit | taste | buy

www.visitherefordshire.co.uk www.visitherefordshire.co.uk

the real cider country

Throughout Herefordshire there is a strong tradition of farm cider-making. Farmers produced cider to be drunk by the farm labour force during the following year, especially the busy times of hay-making and harvest. Farmers used to sell cider to local pubs and cider merchants for re-sale in towns.

welcome to Herefordshire's **World of Cider**

Featured on the Cider Route are a range of Cider Producers who have opened up their doors allowing you to peep into the fascinating world of Cider & Perry production and taste cider and perry straight from the casks. An excellent starting point for the Cider Route is the Cider Museum in Hereford, where you will discover the history and development of cider production. After which, head out into the Herefordshire countryside to visit some of the other cider producers listed and experience for yourself the true taste of Herefordshire Cider.



 The Cider Route is now signposted with brown and white signs. Look out for this sign as you follow the route.

how to enjoy **Herefordshire Cider**

make it precious...

Drink it! Ask for Herefordshire cider in pubs and restaurants.

Eat it! Look out for dishes using cider if you eat out.

See it being made You can visit many producers.

Learn about its history and traditions The Cider Museum in Hereford is a good place to start.

Become a connoisseur Many venues invite you to sample a range of ciders and perries.

Take some home with you Taste Herefordshire and bring back memories, or spoil your friends.

Get involved A number of events enable you to talk to cider makers and even participate in making cider yourself.

Enjoy the cider landscape Orchards are special places in all seasons - blossom in spring, shade in summer, apples in the autumn and mistletoe in winter.

Visit Herefordshire produces a range of cider cycling routes!

AND REMEMBER Don't drink and drive!
See www.thinkroadsafety.gov.uk for more guidance

Why not explore cider country by bus?
Leave the car behind and sample cider and perry before you buy. The majority of producers and retailers are on or close to regular bus routes - see www.herefordbus.info for more information on routes and services.

Perry



"PERRY" is made from the perry pear. Perry can be clear, pale to golden yellow in colour or almost cloudy and milky, resembling traditional lemonade. The aroma is subtle and wide ranging suggesting hints of hedgerow fruits, exotic citrus, meadow flowers and maybe pear.

The Three Counties of Herefordshire, Worcestershire and Gloucestershire and adjoining Monmouthshire have been the centre for perry production since the 1600's. Perry pear orchards are unfortunately becoming fewer, with lack of replanting due to falling economic returns, and frequently only single old trees remain. However the soil, the climate especially sunshine and rainfall, with the shelter of established high hedges make this area ideal for pears and it is encouraging to note new plantings taking place and a revitalisation of the craft of perry making.

There are 30 plus perry makers in The Three Counties, of which about 20 or so make perry for sale. It can be found at the farm gate, in the discerning pub and at other specialist outlets but still is a 'rare' drink.

Three Counties Cider & Perry Association
For details contact Helen Woodman on 01531 660687
www.thethreecountiesciderandperryassociation.co.uk



- NT

National Trust
- Picnic Site
- Railway Station
- Tourist Information
- Airfield
- Viewpoint
- Country Park
- Wheelchair Access
- Orchard Walks
- Cider Tasting for groups
- Internet Sales
- Perry Producer

**Why not explore
cider country by bicycle?**

Two cycling routes explore cider farms, churches and gardens. One is based around Ledbury and Much Marcle, and the other is around Pembridge. Cycle hire is available in both areas so why not explore cider country and reduce your carbon footprint all at once!



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Admission prices and times are for 2010

Please contact cider makers direct to check details.

Valid at time of going to press.

Producers

1 Cider Museum

Mrs M Thompson
21 Ryelands Street, Hereford, HR4 0LW
Tel 01432 354207
Email enquiries@cidermuseum.co.uk
Web www.cidermuseum.co.uk
Opening times April-October, Tuesday-Saturday, 10am-5pm
November-March, Tuesday-Saturday, 11am-3pm.
Open Bank Holiday weekends.
Admission family ticket £10, Adults £4,
concessions £3, children/students £2.50
Wheelchair access ground floor only
Discover the history of cidemaking worldwide, how the apples and pears were harvested, milled and pressed and how the resulting juice was fermented to produce cider. Walk through original cider cellars and enjoy free samples of cider in the gift shop. Special exhibitions and events held throughout the year, including the Cidemaking Festival 16th & 17th October 2010.
Directions West of Hereford City centre, on the A438 Brecon road, (close to Sainsbury's supermarket.)

2 Dunkertons Cider Co.

Ivor Dunkerton
Luntley, Pembridge, Leominster, HR6 9ED
Tel 01544 388653
Fax 01544 388654
Email dunkertons@pembridge.kc3.co.uk
Web www.dunkertons.co.uk
Opening times Monday-Saturday, 10am-5pm
Admission free
Wheelchair access not into shop although tastings can be given
Orchard walks yes

Ivor and Susie Dunkerton started cider-making 25 years ago buying in special varieties of cider apple from an old Museum Orchard. They continue their early practice of fermenting varieties separately and blending throughout the year. On sale, cider and perry, dry to sweet, draught and bottled, still and sparkling, all to Soil Association organic standards. CAMRA West Midlands Cider of the Year 2006.
Also based at Dunkertons Cider is Williams & Dunkerton Chocolatiers
Directions From Leominster, travel west on the A444 Kingston road. Turn left in the centre of Pembridge, by the New Inn, and keep on the lane for just over a mile, following signs for the Cider Mill, which is on the left hand side.

3 Newton Court Cidery

Paul Stephens, Newton Court, Newton, Leominster, HR6 0PF
Tel 01568 611721
Email newtonscider@aol.co.uk
Opening times Monday-Saturday 8am-6pm, Sunday 10am-1pm
Admission free
Wheelchair access yes
Orchard walks yes
Newton Court Cidery first started producing cider and perry in the year 2000 and is made from fruit grown in Herefordshire. Sample our award-winning products at our farm shop from farmhouse dry scrumpy to a fruity fresh sparkling table cider. Draught or bottled perry is also available - all made on the premises. Open 7 days a week. Enjoy!!
Directions From Hereford, take the A49 towards Leominster and at the roundabout at Hope under Dimmore, turn left signposted to Leominster and Newton. Take the next lane on the left, signposted to Newton Court Cidery.

4 Butford Organics

Martin Harris
Butford Farm, Bowley Lane, Bodenham, Hereford, HR1 3LG
Tel 01568 797195
Email martin@butfordorganics.co.uk
Web & internet sales www.butfordorganics.co.uk
Opening times 10.00am to 5.00pm, Friday to Sunday and Bank Holidays
Admission free
Wheelchair access yes
Orchard walks yes
Butford Organics is an organic smallholding with our own organic cider apple and perry pear orchards. We specialise in connoisseur ciders and perry which have achieved numerous local and national competition successes. Our range extends from still draught to bottle conditioned sparkling products. We also produce organic preserves. All produce is made on the Farm and available at our Shop.
Directions From Hereford, take the A49 towards Leominster and at Hope under Dimmore turn right onto the A417 signposted to Gloucester. After approximately 3 miles, turn left signposted to Stoke Prior and Butford Farm will be found 1.5 miles up this road on the right hand side.

5 Oliver's Cider & Perry

Tom Oliver, Old Hop Kins, Moorhouse Farm, Ocle Pychard, Herefordshire, HR1 3QZ
Tel 07768 732026 Fax 01432 82 0569
Email oliversciderandperry@theolivers.org.uk
Web & internet sales www.theolivers.org.uk
Opening times Saturdays 10am-4pm
Any other times please phone ahead
Admission free Wheelchair access yes
Orchard walks yes
Craft producers of fine distinctive ciders and perry, in bottle and draught. Please come, taste and buy at the cider house. Lasting room for parties booked in advance. Full web mail-order service. Members of The Three Counties Cider and Perry Association, CAMRA, Slowfood and Three Counties Perry Presidium.

Directions From Hereford, take the A465 Bromyard road and atbury Gate roundabout take the A417 towards Newtown crossroads and Gloucester. Take the first entrance on your right hand side, turning down to Moorhouse Farm, continue to the Old Hop Kins.

6 Gregg's Pit Cider & Perry

James Marsden, Gregg's Pit, Much Marcle, Ledbury, HR8 2NL **Tel 01531 660687**
Email info@greggs-pit.co.uk Web www.greggs-pit.co.uk
Opening times 10.30 - 18.00 at weekends from May - October (visit by appointment only, so please telephone to check availability)
Admission free Wheelchair access yes Orchard walks yes
Established in 1994, we make artisan cider and perry using 100% juice from traditional Herefordshire orchards managed to organic standards. We specialise in perry, winning 11 Big Apple Champion Perry awards between 1986 and 2009. CAMRA UK Gold Champion Perry 2008, and CAMRA West Midlands Gold Champion Perry 2009. Our product range includes draught and bottle conditioned ciders and perry.
Directions From Ledbury, take the A449 towards Ross on Wye. At the staggered crossroads in Much Marcle, turn left and Gregg's Pit is a short distance along on the right hand side.

7 Westons Cider

Rose Manns, The Bounds, Much Marcle, Ledbury, HR8 2NQ **Tel 01531 660108**
Fax 01531 660619 Email enquiries@westons-cider.co.uk
Web & internet sales www.westons-cider.co.uk
Opening times Mon - Fri 9am - 4.30pm.
Sat, Sun & Bank Holidays 10am - 4pm
Admission free entry but charges apply for Tours, entry to the Traditional and Rare Breeds Farm Park and for Shire Horse Day Rides (when available). See website for details.
Wheelchair access partial access, disabled toilet facilities available
Orchard walks yes, self-guided (from Easter until end of September)

Join a tour around our mill and hear how cider and perry are produced. Sample our ciders and perry FREE (adults only). With Henry Weston Courtyard Garden, Bottle Museum Tea Room, Shire Horse Day Rides, Farm Park, Children's Playground, Cider and Gift Shops and the Scrumpy House Restaurant & Bar, there is something for everyone.
Directions From Ledbury, take the A449 towards Ross on Wye. At the staggered crossroads in Much Marcle, turn right signposted to Woodhope and Westons is three quarters of a mile along on your right.

8 Lyne Down Cider & Perry

Mark Catlin
The Cider Barn, Lyne Down Farm, Much Marcle, Ledbury, HR8 2NT **Tel 07756 108501**
Email mark@lynedowncider.co.uk Web www.lynedowncider.co.uk
Opening times please phone ahead to check opening times
Admission free Wheelchair access none
Orchard walks by arrangement
Lyne Down Farm sits on the southern edge of the Marcle Ridge, famous for growing cider apples and perry pears over the centuries. Our cider and perry is clean and fruity and comes in draught or bottled filtered. All our products are hand made in the traditional way using an ancient stone press and scatter mill.
Directions From Ledbury, take the A449 Ross on Wye road to Much Marcle. Continue past the post office towards Ross and just past the series of bends in the road take the right turn signposted to Lyne Down, then follow signs to Cider and Perry.

9 Ross on Wye Cider & Perry Company Ltd

Mike Johnson, Broome Farm, Peterstow, Ross, HR9 6QG **Tel 01989 567232**
Email info@rosscider.com
Web www.rosscider.com Internet sales www.cideronline.net
Opening times Weekdays 2pm-6pm, weekends and bank holidays 10am-6pm; other times by arrangement
Admission free Wheelchair access yes, with disabled toilet
Orchard walks yes
Broome Farm is the home of the Ross on Wye Cider & Perry Company. Award winning cider and perry made from whole juice pressed from fruit grown on the farm. Celler open for tastings and sales from the barrels and a large variety of bottled cider and perry. Visitors can also enjoy signed orchard walks, cream teas and say hello to our lovely alpacas. Group tastings, tours and camping by arrangement.

Directions From Ross on Wye take the A49 towards Hereford. Take the second right turn towards Heanville and on the second bend turn left for Peterstow. Follow the signs to Broome Farm. From Hereford, once in Peterstow take second left turn. Follow signs to Broome Farm.



10 Gwatkin Cider

Denis Gwatkin, Moorhampton Farm, Abbey Dore, Hereford, HR2 0AL
Tel 01981 550258
Email info@gwatkin-cider.co.uk
Web www.gwatkin-cider.co.uk
Opening times 10am-6pm, not Weds, please phone for availability before commencing your journey
Admission free Wheelchair access yes
Orchard walks yes
Award winning farmhouse cider and perry. All made from pure fruit and matured in oak barrels. Many single varieties of each sort, available from the farm shop on site, which sells and produces many other local products. Free tasting available. Tours and tips by appointment please.

Directions From Hay on Wye, follow the B4348 signposted to Peterchurch and Ross on Wye. After passing through Ivouchurch, turn right onto the B4347 signposted to Abbey Dore and, after a couple of miles, Moorhampton Farm is found on the right hand side.

11 Once Upon a Tree

Simon & Hannah Day, Ann & Norman Stanier Dragon Orchard, Putley, Ledbury HR8 2RG
Tel 01531 670263
Email hannah@onceuponatree.co.uk
Web & internet sales www.onceuponatree.co.uk
Opening times 10am - 3pm Wed to Sun from Easter til Christmas
Admission free Wheelchair access yes Orchard walks yes
Producers of award winning quality cider & apple juice sourced from Dragon Orchard fruit situated in the heart of the traditional apple growing area of Putley on the Marcle Ridge in Herefordshire.
Directions From Ledbury, take the A438 toward Hereford and at Trumpet crossroads, turn left onto the A417 signposted Aylton. Take the first right for Aylton, then bear right at the next junction by the small green for Pool End. Follow the lane to the T junction and the entrance is directly opposite.

Small Scale Producers



A The Orgasmic Cider Co.

Steve Layton
Great Parton, Eardisley, Hereford, HR3 6NX
Tel 01544 327244 Mob 07773 037448
Email claire@layton96.wanadoo.co.uk
Internet sales www.readnicksotengland.co.uk
Opening times please telephone ahead to check availability
Admission free Wheelchair access yes Orchard walks yes
Directions From Hereford, follow the A438 signposted to Brecon and Kingston. After about thirteen miles, the A438 bears left towards Brecon. Continue straight on, then turn right onto the A412 signposted to Leominster. Great Parton is a short distance along on the right hand side.



B Brook Farm Cider

Peter Keam
Brook Farm, Wignmore, Leominster, HR6 9UJ
Tel 01568 770562
Email info@brookfarmcider.co.uk
Web www.brookfarmcider.co.uk
Internet sales www.orchard-hive-and-vine.co.uk
www.readnicksotengland.co.uk
Opening times by appointment Admission free
Wheelchair access none Orchard walks none
Directions From Leominster, take the A44 towards Rhayader, then the A4110 towards Knighton. In the village of Wignmore, turn down the bridleway immediately adjacent to the telephone box, near the garage. Brook Farm is at the end of the bridleway on the left.



C Jus

James & Jane Skittery
Birchley, Aylton, Ledbury HR8 2QH
Tel 01531 670749
Email info@jusapples.co.uk
Web www.jusapples.co.uk
Internet sales www.orchard-hive-and-vine.co.uk
Opening times please ring prior to visit
Admission free Wheelchair access yes Orchard walks none
Directions From Ledbury, take the A438 towards Hereford and at Trumpet crossroads, turn left onto the A417 signposted to Gloucester. Turn right at the second turning for Aylton, continue down the lane, then turn left into Birchley, where indicated.