

NACM Certificate in Cider & Perry Appreciation

This qualification is designed to provide an introduction into the fascinating world of cider and perry, an overview of how the products are made, an understanding of the great heritage of the Cider Industry and a real appreciation of the drinks themselves.

Introduction

As some of the oldest alcoholic drinks in the world, many adults will have tried or will have an opinion of cider and perry, yet few really appreciate their range, versatility and value for the 21st century consumer.

Key aims

The key aims of this qualification – along with its associated course - are to enable the individual to:

1. **Develop** a broad appreciation of the main types and styles of cider and perry, along with an understanding of the UK Cider Industry - including its historical development and its position in the alcoholic drinks market;
2. **Gain** a basic knowledge and understanding of the main principles and practices involved in cider and perry production including key aspects associated with product quality;
3. **Explore** ways in which to encourage the positive and responsible development of the industry and its products.

Who is the course & qualification for?

The qualification is intended as vocational training in product knowledge and appreciation for those involved in sales and marketing and the commercial purchasing of cider and perry.

In addition it is also suitable for **all** individuals who wish to learn more about cider and perry, for members of the trade media, potential new entrants to the industry and consumers.

To gain the qualification, delegates must complete a portfolio of 'tasting' notes and pass a short examination.

Course content

Involving practical tasting sessions, a site visit to a cider production enterprise, lectures and group workshops, the course includes:

- A background to the modern-day UK Cider Industry along with its history, heritage, organisation, marketplace and the legal framework in which it operates;
- A broad overview of the methods of cider and perry production, along with a general introduction to the orcharding of cider apples and perry pears;
- A comparison with the production of other alcoholic beverage and an exploration of serving opportunities and the promotion of responsible drinking;
- Through product tasting, a wide-ranging appraisal of the different types & styles of cider & perry.

Sensory evaluation of cider & perry and the development of a portfolio of 'tasting' notes

Central to the qualification and course, sensory evaluation of cider and perry is undertaken so as to ensure that each delegate develops a real understanding and appreciation of products concerned.

The first part of the course (Day 1) aims to provide a challenging, but rewarding and enjoyable introduction to the techniques involved in tasting and sensory analysis of cider and perry, along with other beverages such as wine and beer. Primarily involving practical workshops - supported by short lectures - the sessions include:

- What is sensory analysis? Basic techniques involved in tasting and product assessment.
- Understanding sensory analysis: Biology of taste & smell and the sensory attributes of food & drink.
- Understanding and applying your own senses when assessing products.
- Overview of methods and tests used in sensory evaluation – Practical and industrial application.
- How to describe cider and perry – An introduction to the vocabulary used.
- Good practices in sensory analysis;
- Expert-led sensory evaluation of cider and perry.

During the second part of the course (Day 2 & 3), a range of ciders and perries will be evaluated and participants will develop their own individual Product Profile Portfolio ('tasting' notes).

Cider and Perry – A wonderful heritage for a great future

Course dates & locations

The three-day course is offered on a number of occasions throughout the year and at different locations in the UK. ***The next courses are scheduled for:***

Wednesday 12th – Friday 14th May 2010

Westons Cider Mill

Much Marcle, Herefordshire

Wednesday 13th – Friday 15th Oct. 2010

Gaymer Cider Company

Shepton Mallet, Somerset

Course tutors

All course tutors are approved by the NACM. As well as being professional trainers, they will be recognised experts in cider & perry and will have had substantial experience of the cider industry.

Fees

Course fees are currently **£450 + VAT**, which includes tuition, course materials, refreshments, buffet lunches and a course dinner on the evening of the second day.

In addition, the registration fee for the *NACM Certificate* is **£80 + VAT**. This fee includes entry into the examination and a copy of the official NACM textbook: *Out of the Orchard – into the glass*.

Cider and Perry

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