



NACM Certificate in Cider and Perry Appreciation

For Cornell University

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 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.

Programme: Friday 4th December 2009

08.15 – 08.45	<i>Enrolment</i>
08.45 – 09.15	Welcome and introduction: NACM qualification, course programme, assessment, house-keeping
09.15 – 11.00	Background to the Cider Industry: Historical development of sector, current product types & styles. Workshop 1 - SWOT: What are the attributes & key strengths of the category? What is cider? Definitions, technical characteristics, legal framework, terminology
11.00 – 11.15	<i>Refreshments</i>
11.15 – 12.30	Sensory analysis in cider production: Objectives of sensory analysis, conduct, use of flavour wheels and the Table of Attributes Workshop 2 – Organoleptic analysis: Development of product profiles – tutor led sensory analysis. The cider market – key highlights: The current market and trends. Patterns of consumption. Factors affecting consumption.
12.30 – 13.15	<i>Lunch</i>
13.15 – 15.15	Workshop 3 - Sustainable Development: Development & presentation of innovative practical ideas to support the trade and ultimate consumer with respect to encouraging the responsible supply and consumption of cider and perry. Cider Industry organisations: Role and function of Industry organisations (inc. NACM and its affiliates, AICV) Workshop 4 – Organoleptic analysis: Development of product profiles – tutor led sensory analysis. From apples & pears Principles of orcharding, apple & pear classification and composition, fruit harvesting & processing Workshop 5 - Organoleptic analysis: Development of product profiles – tutor led sensory analysis.
15.15 – 15.30	<i>Refreshments</i>
15.30 – 17.30	From apples & pears (continued) Organoleptic assessment portfolios: <i>Part 1:</i> Development of individual portfolios (2 products). <i>Part 2:</i> Review & group discussion of product profiles.
17.30 -	<i>End of Day 1</i>

Programme: Saturday 5th December 2009

08.30 – 10.30 to cider & perry! Production principles. Practical production of cider and perry - processes and equipment. Ingredients. Quality Control and Quality Assurance. Workshop 6 – Single flavour attributes and sensory faults: Assessment and recognition of single attributes, flavour/aroma components and sensory faults using ‘sniff-pots’ and samples
10.30 - 10.45	Refreshments
10.45 – 12.15	Cider attributes and the consumer: Factors affecting the flavour of cider. Alcohol and the human body. Organoleptic assessment portfolios: Development of individual portfolios (2 products)
12.15 – 13.00	Lunch
13.00 – 15.30	The cider and alcoholic drinks industry: Producers and their brands. Cider heritage and traditions. Comparison with the production of other alcoholic beverages. Organoleptic assessment portfolios: Development of individual portfolios (2 products) Sustainable Development: Sustainable Development principles. The Cider Industry and social and environmental responsibility. Workshop 3 - Sustainable Development: (Continued) Summary & revision
15.30 – 15.45	Refreshments
15.45 – 16.45	Examination
16.45 -	Feedback and depart

Pre-course study and preparation - note the following:

- Prior to attending the course, please ensure that you study the course textbook: “*Out of the Orchard – into the glass*” and also review the NACM website: <http://www.cideruk.com/>
- As identified in the programme, a number of participative workshops are being run over the two-days. Particularly with respect to workshops 1 & 3 please ensure that you are well prepared to provide input into these sessions.
- A key part of the course involves you undertaking sensory analysis (Cider “Tasting”). It is important that you do **not** use perfume and any strong-smelling cosmetics, deodorants or soap on the days of the course. Thanks!

Peter Mitchell – Tutor

Peter is an international trainer and consultant in cider making, with over 25 years of practical experience. He is also a UK and USA cider competition judge. As well as being an award winning Cidermaker in his own right and being involved in research in cider production, he was responsible for establishing the internationally recognised cider making courses at Hindlip College, in the UK. Up until 2003 he led *Core Food & Drink – a Centre of Excellence for the Cider, Food and Drink Industry*. He now runs his own expert training and advisory business – *Mitchell F&D Limited*.

Mitchell F&D Limited
74 Holloway, Pershore,
WR10 1HP, UK
Tel: +44 (0)1386 552324
Email: info@mitchell-fd.co.uk

Web: www.mitchell-food-drink.co.uk, www.cider-academy.co.uk, and www.tasteandexplore.co.uk