

# The Big Cider & Perry Learning Experience

## A Unique Package of Cider & Perry Related Training Courses & Events Based in the Three Counties Region of the UK

### Key Features

Involving the world's leading authorities in cider & perry production and orcharding, the main features of this programme are:

- ✓ Held in mid June and conveniently located between the UK's two main cider production areas of Herefordshire and the South West of England – A beautiful location, with typically good weather at this time of the year!
- ✓ Run by the internationally renowned **Cider & Perry Academy** and led by one of the world's leading authorities in cider & perry production – Peter Mitchell.
- ✓ Centered on the **Royal Three Counties Cider Show**, which includes the *International Cider & Perry Championship*. International entries into this competition are **FREE!**
- ✓ Suitable for new and existing cider & perry producers.
- ✓ The flexible package can be taken as a whole, **OR** is available as individual items as required.

### Who are the Tutors?

**Peter Mitchell** – a highly qualified and internationally recognised & acclaimed authority in cider & perry making and tasting, directs the programme and is lead tutor on the courses. With over 30 years of practical experience, he is a professional trainer and an award-winning cider producer in his own right.

The orcharding course is run by **John Worle** – probably the world's most highly respected expert in cider apple orcharding.

A range of opportunities are also provided for participants to meet up with and hear from other industry experts & specialists and existing cider & perry producers throughout the whole programme.

### What will you get from the programme?

- Expert tuition, training in practical methods and **comprehensive** advice & guidance.
- Detailed reference manuals, including practical instructions & record proformas (as appropriate) provided on each course.
- Refreshments and lunch provided on all courses.
- An opportunity to meet & network with other cider & perry producers and technical experts.

### 2017 Programme

#### Friday 9<sup>th</sup> June

- **Welcome & Introduction**
- **Course: Cider & Perry Orchardring** (Part 1 of **Cider & Perry Production – Principles & Practice**)  
*Tutored by **John Worle** & including field-trip visits to local orchards, this comprehensive course provides a thorough grounding in the main principles & practices of cider & perry orcharding. **NOTE:** Full details about this course are available on a separate leaflet.*

#### 10th & 11th June

- **Visit local cider & perry producers**
- **Visit local attractions**

#### 12th – 15th June

- **Course: Cider & Perry Production – A Foundation** (Part 2 of **Cider & Perry Production – Principles & Practice**)  
*Tutored by **Peter Mitchell** & including hands-on practical work at Peter's demonstration commercial production facility, this intensive course provides a thorough grounding in the main principles & practices of cider & perry production.*
- **Certification (Optional):** An opportunity is also provided to gain a recognised industry qualification – The Cider Institute of North America's (CINA) **Foundation Certificate in Cider & Perry Production**  
**NOTE:** Full details about this course & qualification are available on a separate leaflet.

#### 16<sup>th</sup> – 18<sup>th</sup> June

- **Royal Three Counties Cider Show & International Cider & Perry Championship**  
*An established and popular feature of the annual Royal Three Counties Show at Malvern, attendance at the show provides a great opportunity to network with cider & perry producers, meet other exhibitors, sample a range of ciders & perries and enter your own products into the international competition.*  
**NOTE:** For those enrolled on any of the courses, show tickets are **FREE** (normal price £19.00pp). Details about the Cider Show & competition are available from Bron Pihlwret: [bronpihlwret@gmail.com](mailto:bronpihlwret@gmail.com). Further information about the entire Malvern show can be found here: <http://www.threecounties.co.uk/threecounties/>

### 2017 Programme (Continued)

#### 19<sup>th</sup> – 22<sup>nd</sup> June

- **Course: Cider & Perry – Sensory Analysis & Laboratory Quality Control**  
*Tutored by **Peter Mitchell**, this intensive course explores the practical application of a range of organoleptic testing techniques that can be used in production & marketing and laboratory-based methods used in product quality control.*  
**NOTE:** Full details about this **two-part** course are available on a separate leaflet.

#### Friday 23<sup>rd</sup> June

- **Technical Conference & Cider Industry Open Day**  
*Held at the Orchard Centre, this event provides an opportunity to meet & network with selected technical specialists & other producers and attend technical seminars.*  
**NOTE:** For those enrolled on any of the courses, entry tickets are **FREE** (normal price £15.00pp). Full details and a programme for the event can be found here: <http://www.cider-academy.co.uk/>
- **Farewell Dinner (evening).**  
*A farewell dinner will be arranged for selected guests and for those that have attended courses and events held over the two-week programme.*

### Where is the programme based?

Conveniently located between the UK's two main cider production areas of Herefordshire and the South West of England, the **Orchard Centre** in Gloucestershire is the main base for this course. The venue incorporates a small-scale demonstration commercial production facility. A location map can be viewed at: <http://www.cider-academy.co.uk/the-orchard-centre/>

### Costs & Discounts

Costs of each of the courses can be found in the relevant course leaflet, which also includes information about the **discounts** available.

**In addition**, individuals who enrol on **ALL** of the courses available (**Cider & Perry Orchardring, Cider & Perry Production – A Foundation and Cider & Perry – Sensory Analysis & Laboratory Quality Control**), will also be eligible for an extra **5% discount** off the total course fees.