AICV

The European
Cider & Fruit Wine
Association

European Cider Trends 2014

canadean

AICV

European Cider Trends 2014

canadean

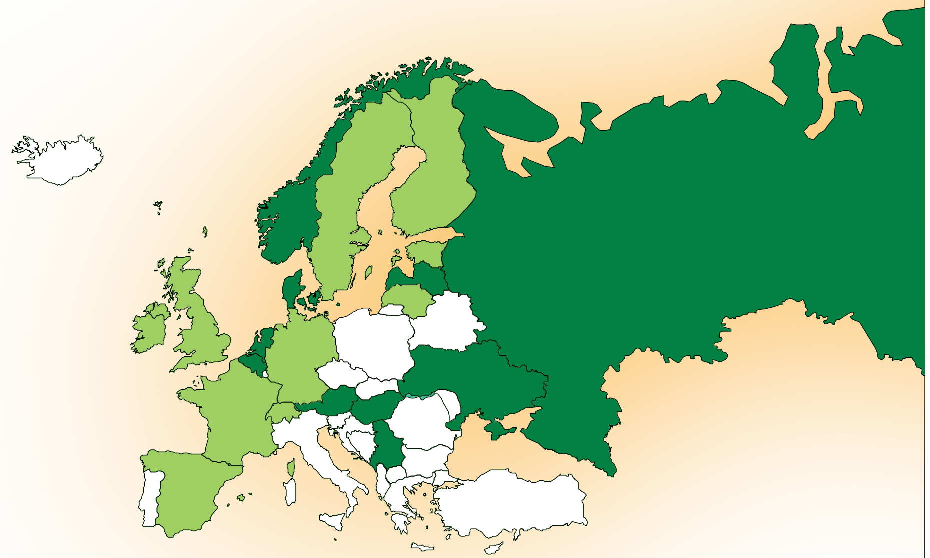
Introduction

European Cider Trends 2014 is a collaboration between Canadean and the European Cider and Fruit Wine Association (AICV) in producing a presentation that demonstrates the current:

- Key markets for cider (which includes perry, fruit flavoured cider and fruit wine)
- Tax rates in a number of consuming countries for cider compared to beer (the principal alternative to cider)
- The important contribution which cider production makes to EU Agriculture

Although considerably smaller than the wine, beer, or spirits industries, it is nevertheless a fact that in recent years in some EU countries cider and fruit wines have enjoyed one of the fastest growth rates of all alcoholic beverages, underlining the continuous popularity of fermented fruit drinks down the ages.
The purpose of the document is to increase the awareness of cider to stakeholders (principally lawmakers and those involved with policy formulation) who may not be familiar with cider.

Key Cider Markets in Europe, 2013



- > 100 khl
- 20 – 99 khl
- < 20 khl

Cider* – Leading Markets

	Estonia	Sweden	Lithuania	Finland	Ireland	Germany	France	Spain	UK
CAGR 2008 - 2013	7,5%	2,5%	1,9%	-4,6%	-2,7%	2,5%	-3,0%	-2,8%	2,7%
Volume in '000 HL	108	151	199	454	631	676	821	950	9,735
Per Capita 2013	8,5	1,7	5,7	8,6	13,2	0,8	1,2	2,0	15,4

* Includes flavoured ciders as AICV defined.

Cider* – Smaller Markets

	Belgium	Russia	Hungary	Serbia	Latvia	Ukraine	Austria	Denmark	Norway	NL	Switzerl.
CAGR 2008 - 2013	-3,7%	59,8%	9,9%	n/a	-3,4%	n/a	0,6%	-4,1%	7,3%	72,7%	-2,4%
Volume in '000 HL	22	24	24	30	48	55	69	72	89	92	107
Per Capita 2013	0,2	0,0	0,2	0,4	2,2	0,1	0,8	1,3	1,9	0,6	1,3

Europe: Fastest Growing Cider Markets

CAGR (%) 2008 - 2013

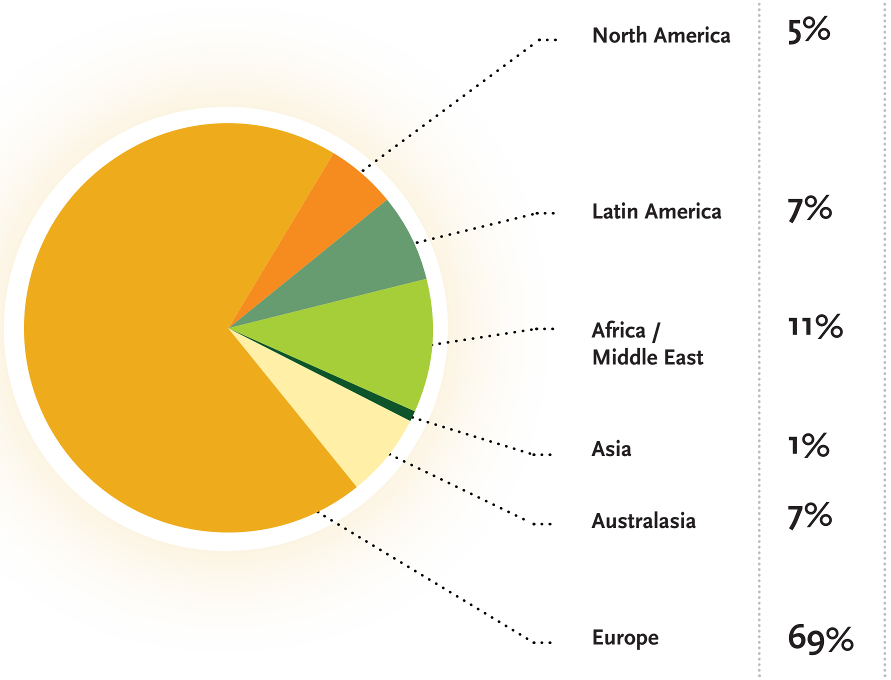
Netherlands	72,7
Russia	59,8
Italy	49,5
Romania	42,1
Turkey	27,7
Hungary	9,9
Estonia	7,5
Norway	7,3
UK	2,7
Germany	2,5

canadean

* Includes flavoured ciders as AICV defined.

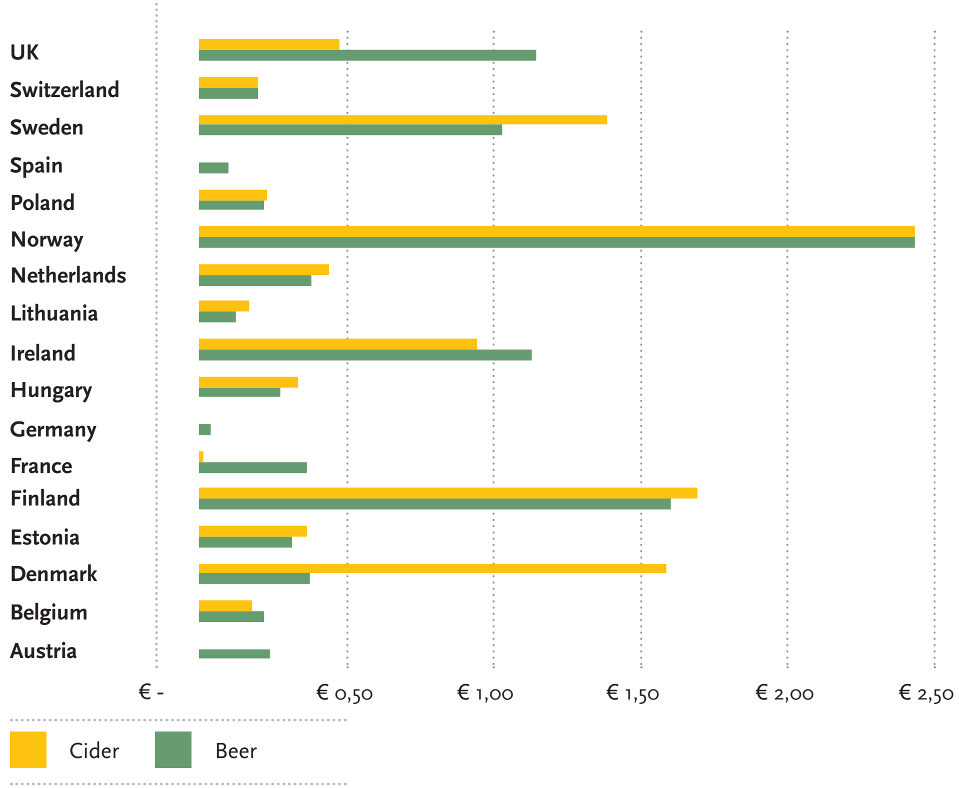
Cider Is Still Predominantly European

Regional Share of Consumption, 2013



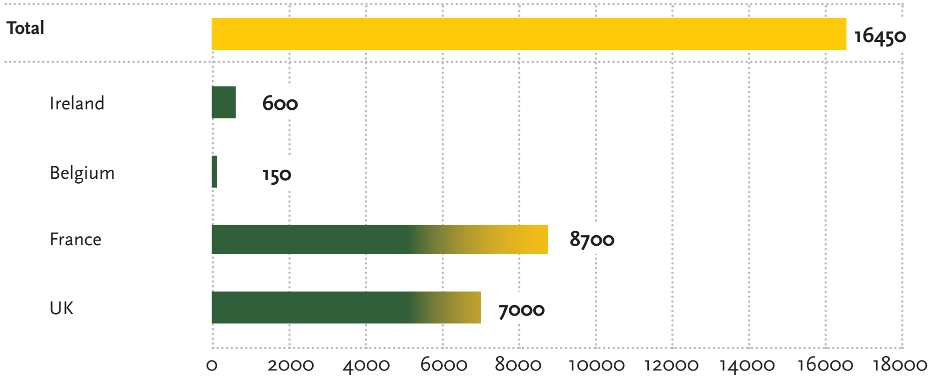
Tax Rates in Key Markets (2013)

Excise Duty (in EUR) per Litre @ 5% Abv

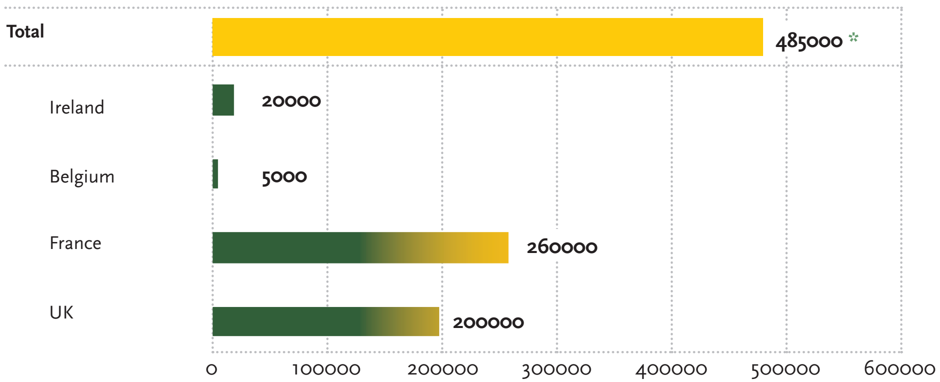


Agriculture

Area of Cider Apples Orchards - bush orchards (in hectares)



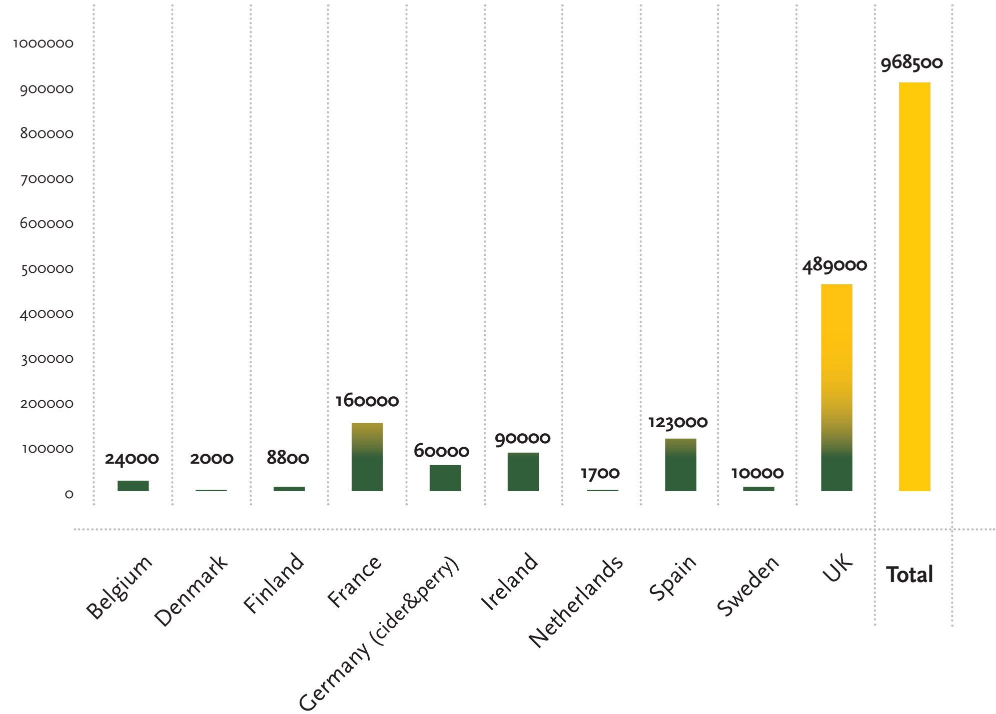
Quantity of Cider apples (bittersweet) **processed per year** (in tonnes)



* Equivalent in AJC: 69 300 tonnes

Agriculture

Cider Industry uses about 1 000 000 tonnes of apples a year *



* Equivalent in AJC: 125 000 tonnes

AICV

European Cider Trends 2014

The richness of the European cider and fruit wine market

Cider as national pride

canadean

* Includes flavoured ciders as AICV defined.

French Cidres

Full bodied and fruity, robust ciders, with strong bitter-sweet cider apple characteristics.
Higher ABV ciders will be dry, whereas lower ABVs will be naturally sweeter. Tannic rather than acidic, medium carbonation or sparkling.
Flavoured variants exist.
Average ABV from 2 to 4%.

Production style:
Dominantly fresh juice processed from bitter-sweet cider apples. Arrested fermentation or the equivalent.

Cidre

Cidre (Bouché)

German Apfelwein

Wine-like cider, pale to light gold, very dry, sharp to medium sharp, medium fruity, gently carbonated.
Speierling – with rowan berries is a sought-after speciality.
Flavoured variants exist, but under different categories.
Average ABV 5%.

Production style:
Sharp & medium sharp apples fermented mostly to dryness.

Apfelwein

Draught Apfelwein

Spanish Sidra

Exists in 2 product variants:
'Sidra' - a sparkling wine-like cider, very fruity, half dry to sweet, pale to light gold, highly carbonated.
'Sidra natural' – a still cider with some acetic notes and a dry finish.
Must be served by an escanciador! Flavoured variants are not made. Average ABV 4-6%.

Production style:
Made from locally grown sweet apples and some imported bittersweet apples.

Sidra

Sidra Natural

Belgian Cidres

Sparkling wine-like & fruity, pale to light gold with pleasant taste of apples and a hint of pear, medium sweet, highly carbonated.
Mixed apples, some added pears.
Flavoured variants dominate the market.
Average ABV 4.5% - 5%.

Production style:
Fermentation to dryness, sugar permitted for sweetening.

Cidre

Flavoured Cidre

British & Irish Ciders

Medium bodied ciders and perries with strong cider characteristics and medium carbonation.
Refreshing and widely appealing.
Flavoured variants exist.
The strength of cider and perry can be as high as 8.4% ABV but only occasionally; the typical strength range is from 4.5% to 5% ABV.

Production style:
Typically bitter-sweet cider apples fermented to dryness and sweetened after fermentation.

Cider

Pear Cider / Perry

Scandinavian Ciders

Ciders with pronounced fruit character. From dry to very sweet ciders, pale, widely appealing with medium carbonation.
A wide range of different products is available, including a large selection of flavoured ciders.
Average ABV 4.0 -4.5% (max 8.5 %).

Production style:
Apple/pear juice is fermented to dryness and sweetened after fermentation. Juice from concentrate is allowed.

Cider or Perry

Flavoured cider or perry

AICV

The European Cider and Fruit Wine Association, formally set up in 1968, with a permanent secretariat in Brussels, represents producers of cider and fruit wine producers from the following EU member states: Belgium, Denmark, Finland, France, Germany, Ireland, Netherlands, Spain, Sweden and the UK. Representation to AICV is either via national trade associations or by direct company participation.

The Association has also set up an International Chapter to ensure that cider interests are appropriately represented in a number of global arenas.

The main objectives of AICV are:

- To represent the interests of its members among the EU authorities and institutions.
- To develop any initiative with a view to promoting its industries.
- To constitute a forum for the development of greater cooperation and solidarity among its members.

Members commit themselves to produce cider and fruit wines from fermented fruit juice. This is manifested in the AICV Code of Practice that stipulates:

- Cider and Perry are made from the fermentation of the juices of apples and pears, respectively, without the addition of distilled alcohol.
- Fruit wines are made from the fermentation of the juices of fruit, other than grapes.

The Code of Practice is the industry's response to ensuring that high quality, and innovation, in its products are the foundations for a long life cycle in the market. The AICV is also putting great effort into promoting its quality criteria among countries outside the EU.

Social Responsibility

The European Cider and Fruit Wine Association promotes responsible consumption and enjoyment as a cultural/social norm, with a view to preventing and reducing alcohol abuse and related harm. It supports the view that moderate consumption of alcohol is perfectly acceptable but that excessive consumption should be discouraged.

The AICV participates actively in the work of the overall European alcoholic drinks industry in developing best practice in this area.

AICV Members

Belgium
Konings NV
Stassen SA

Denmark
Carlsberg Breweries A/S

Finland
Finnish Federation of the Brewing and Soft Drinks Industry

France
Le Syndicat National des Transformateurs Cidricoles (SNTC)

Germany
Verband der Deutschen Fruchtwein- und Fruchtschaumwein- Industrie e.V. (VdFw)

Netherlands
Heineken International

Spain
Asociación Española de Sidras (AESI)

Sweden
Kopparberg Brewery

United Kingdom
The National Association of Cider Makers (NACM)

Observer members

New Zealand
Redwood Cellars Ltd

South Africa
Distell

AICV

canadean