

The Royal Three Counties Cider Festival 2017

The Royal Three Counties Show,
Malvern, Worcestershire.

16th, 17th & 18th June 2017
Show opening times: 08.00 – 18.00 daily



To **EVERYONE** in The Three Counties Cider & Perry Association:

Three Counties Cider & Perry Association

An opportunity to promote your business & the products you make or services you provide and gain valuable feedback from the consumer and general public!

In addition to entering your cider and/or perry into the *Royal Three Counties International Cider & Perry Championship*, you can also be directly involved in, and get benefit from, this year's *Royal Three Counties Cider Show*.

*****There have been some significant changes made for the 2017 show, so please read the following carefully and respond accordingly*****

1. Promote and sell you products from behind our new Festival Bar. (Each producer will have a set space of at least 2m of bar from which to sell from) as part of the area dedicated to the *Cider Show* in the *Royal Three Counties Food & Drink Festival* (Severn Hall). The bar will consist of two 'L' shaped sections, creating a large rectangular display. The cider show will have a new position for the 2017 show, allowing the bar to be easily accessed from the main entrance to the Severn Hall, off the 'Main Arena' as well as from the main body of the 'Food & Drink Hall' housed within the Severn Hall.

- **The committee has decided one aim for the 2017 event is to promote the 'very best of the Three Counties', therefore a limit on products has been set at 6 per producer. This should result in not only less confusion for the customer, but the highest quality cider and perry in the region being showcased! It will also reduce the need to store large amounts of stock of various types, allowing producers to focus on their best performing products.**
- **It must be remembered that the primary purpose of the Cider Show is to raise awareness of our great regional heritage associated with cider & perry and to promote the products and services we provide and also – IMPORTANTLY - undertake consumer education. Although you can sell your own products or services, the show is absolutely NOT designed as a subsidised product sales event. Cider & perry producers are obviously free to organise their own sales-based stand directly with the Royal Three Counties show organisers if they so wish.**

Further information for stand holders is detailed overleaf, but please note the following:

- A visitor self-guided "Cider Festival" leaflet is going to be provided to all visitors. This will include brief outline details of each of the producers involved in the show. The Cider Festival also provides an opportunity for visitors to vote for their own "**Three Counties Peoples Cider Champion**" (for information about this, see "*The Royal Three Counties International Cider & Perry Championship*"). **Note:** All cider producers who have a stand at the show will normally be expected to enter into **Class 12** (The *Cider Cellars' Peoples Cider Champion*) of the competition.
- A key function of the *Cider Show* is to provide interesting and interactive activities for show visitor and/or engaging and fascinating educational information. This could take the form of talks, demonstrations, an interesting display & educational information about cider and/or orcharding, hands-on activities or mini-competitions etc. In other words, something more than just a 'taste & sell' event. In 2017 we will be joined by some industry related groups such as the Cider Museum who are keen to encourage education and discussion, however **All cider show exhibitors will be expected to spend time informally meeting and encouraging consumers, through spending time within our 'Cider Lounge' area, joining and creating discussions about cider and perry production within the region, as well as answering questions from the public. This is designed to give producers the opportunity to share their real passion for our industry, so please don't be shy!**

It may be required that at certain times, producers need to 'watch' each other's stands to allow this to happen. We ask that all producers are fair with their time away from the bar, so that extra demands are not placed unnecessarily on neighboring sellers. Each seller will be in charge of their own sales.

- Also, as part of the key '**meet the producers**' theme of the Cider Show, all cider & perry makers selling from behind the festival bar as part of the *Royal Three Counties Cider Show* are expected to participate in more formal producer-led tasting events during show opening hours. A programme will be organised and promoted. Obviously this will provide an excellent opportunity for individual producers to promote their own business and products.
- 2. OR you can:**
- Assist in the day-to-day operations of the *Royal Three Counties Cider Show* with the aim to promote Three Counties cider & perry. Free passes to the show will be provided. If you are interested in helping, please contact Bron Pihlwret (contact details overleaf).

We look forward to hearing from you by Friday 26th May 2017

Further Information for Stand Holders

- All sellers will be housed behind the Three Counties Cider and Perry Association Festival Bar. A power supply will be provided if requested. Each producer will have a defined area of at least 2m from which to promote your products. There will be storage space under the bar, as well as access to a shared storage van on site. Stocking passes will be provided which will allow access to the show ground after 18.00 for re-stocking. Shelving will be available in the centre of the bar area, for display and stocking purposes. **Electricity for a display fridge behind the bar can be arranged provided it is stated at the time of booking (including dimensions of the fridge).** Displaying in a fridge will reduce the amount of shelving space available.
- All exhibitors must ensure that your individual area of the bar promotes a high quality and professional image of the Cider Industry throughout the whole show. Do remember that the primary purpose of the *Royal Three Counties Cider Show* is to show-case and promote our great regional products & services.
- **For cider & perry sales:**
 - All draught products must be sold from correctly labelled containers.
 - You agree to set a **MINIMUM** bar price. Apart from free tastings, this will be set at £2.00/33cl, £3.50/50cl, £5/75cl, £7/75cl Bottle Conditioned and £10/75cl Bottle Fermented. Draught product will be based £3.50/pint and £1.80/ halfpint. You obviously can charge more for your products!
- Places are strictly limited and will be allocated on a 'first-come-first-served' basis, so if you are interested, please complete and return the booking form. Please note the following:
- **Stand fees:**
 - For product sales on & off site **£150 for the three days.**
 - Information only displays away from the bar– **NO** cider or perry sales or issuing of free samples allowed: **No charge.** Please email Bron Pihlwret for information and availability.
- Set up is required on **Thursday 15th June 2017**. 2 passes per stand per day and free parking are included.
- Stand booking forms including payment as applicable should be returned by **Friday 26th May 2017** to: **Bron Pihlwret, Cornerstones, Ashleworth, Gloucester GL19 4HY** Cheques should be made payable to **The Three Counties Cider & Perry Association**.
- For further information contact Bron Pihlwret: Tel: 07754 901845; email: bronpihlwret@gmail.com

Stand Booking for the 2017 Royal Three Counties Cider Show

COMPANY NAME / ORGANISATION:

CONTACT NAME:

ADDRESS:

POST CODE:

TEL:

EMAIL:

<u>Type of stand</u>	<u>Cost</u>	<u>Delete as applicable</u>
Cider and perry on-sales & off-sales	£150	Y/N
Information display only	None	Y/N

Total Fee Paid

(Cheque payable to *The Three Counties Cider & Perry Association*)

- **For those selling products**, please provide details of your Public/Product Liability Insurance and your Personal Licence Number and Name of Holder.

- **Do you require an electricity supply? YES / NO*** (*delete as appropriate)

Please also state dimensions of any fridge or cooler _____

- **For Entry into the "Cider Festival" leaflet**, please include a brief description about your cider & perry production business, including any information about your Unique Selling Points (USPs) and production/ marketing philosophy

Please complete & return this form to reach us by Friday 26th May 2017 – enclosing your payment to the *Three Counties Cider & Perry Association* - to:

Bron Pihlwret, Cornerstones, Ashleworth, Gloucester GL19 4HY