

## The Royal Three Counties Cider Show 2016

The Royal Three Counties Show,  
Malvern, Worcestershire.

17<sup>th</sup>, 18<sup>th</sup> & 19<sup>th</sup> June 2016

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*. So please read the following carefully and respond accordingly.

**1. Have your own stand** as part of the *Cider Show* in the *Royal Three Counties Food & Drink Festival* (Severn Hall).

**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, 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 Trail Leaflet**" is going to be provided to all visitors. This will include brief outline details of each of the stand holders involved in the show. The Cider Trail also provides an opportunity for visitors to vote for their own "**Three Counties 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** (*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. **All cider show exhibitors are expected to include something to actively engage and provide additional interest for visitor as part of their own stands.** If appropriate, visitors can be charged for their participation.
- Also, as part of the key '**meet the producers**' theme of the Cider Show, all cider & perry makers who have a stand as part of the *Royal Three Counties Cider Show* are expected to participate in producer-led tasting events during show opening hours. Dedicated space will be provided for this, which will include a sit-down 'round a table' area to meet with visitors, and 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 Peter Mitchell (contact details overleaf).

***We look forward to hearing from you by Friday 27th May 2016***

## Further Information for Stand Holders

- All stands should be based on utilising the trestle tables provided at a width of between about 2 to 3 (maximum) meters – **NO** large bar-type stands are permitted. A power supply will be provided if requested. All stands should use the standard coloured wipe-down cloths provided to ensure a harmonised look of the *Royal Three Counties Cider Show*. These must be fully cleaned down and dry before they are returned at the end of the show.
- All exhibitors must ensure that your individual stand ‘projects’ 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, £2.50/50cl, £3.50/75cl, £5.00/75cl Bottle Conditioned and £7.50/75cl Bottle Fermented. Draught product will be based £3.00/pint for on sales. 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 on-sales & off-sales, the cost is **£50.00 per day**.
  - For product off-sales **only**, the cost is **£20.00 per day**. Absolutely **NO on-sales** are permitted, including the opening of a bottle of product for consumption on the show ground. However, the provision of free small tasting samples is allowed.
  - Information only displays – **NO** cider or perry sales or issuing of free samples allowed: **No charge**.
- Set up is required on **Thursday 16<sup>th</sup> June 2016**. 2 passes per stand per day and free parking are included.
- Stand booking forms including payment as applicable should be returned by **Friday 27<sup>th</sup> May 2016** to: **Mitchell F&D Limited, 74 Culver Street, Newent, Glos., GL18 1DA**. Cheques should be made payable to **The Three Counties Cider & Perry Association**.
- For further information contact Peter Mitchell: Tel: 01531 828330; email: [info@mitchell-fd.co.uk](mailto:info@mitchell-fd.co.uk)

# Stand Booking for the 2016 Royal Three Counties Cider Show

COMPANY NAME / ORGANISATION:

CONTACT NAME:

ADDRESS:

POST CODE:

TEL:

EMAIL:

Type of Stand	Day Required	Tick box	Cost
<i>Cider &amp; perry on-sales &amp; off-sales</i>	Friday	<input type="checkbox"/>	£50.00
	Saturday	<input type="checkbox"/>	£50.00
	Sunday	<input type="checkbox"/>	£50.00
<i>Cider &amp; perry off-sales only</i>	Friday	<input type="checkbox"/>	£20.00
	Saturday	<input type="checkbox"/>	£20.00
	Sunday	<input type="checkbox"/>	£20.00
<i>Information display only</i>	Friday	<input type="checkbox"/>	None
	Saturday	<input type="checkbox"/>	None
	Sunday	<input type="checkbox"/>	None
<b>Total Fee Paid</b>			<input type="text"/>

(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)
- **Other than providing tastings & sales, please state what else you will include on your stand for the show visitor**

- **For Entry into the "Cider Trail" 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 27th May 2016 – enclosing your payment to the *Three Counties Cider & Perry Association* - to:**

Mitchell F&D Limited, 74 Culver Street, Newent, GL18 1DA