

International Cider Challenge 2021 – Press Release
EMBARGOED – Friday 16th July 2021 at 01:00 hours.



Three Rosé ciders were awarded gold medals at this year's International Cider Challenge (ICC), showing how rapidly this category is developing across the globe.

One of the Rosé Cider gold medal winners - Alexandra Blush MTC from Loxtonia Cider in South Africa - was also chosen as the Supreme Champion Cider for 2021. The pink-hued cider is a blend of Granny Smith, Golden Delicious, Pink Lady and Royal Gala made via traditional method and aged for 15 months on the lees in the bottle.

Loxtonia's Alexandra Blush MTC was just one of the 150 ciders entered into this year's ICC, and 18 different cider-producing nations were represented at the event.

The three Rosés were not the only ciders to receive gold medals. In total the judges awarded 7 Gold medals, 42 Silver and 38 Bronzes. From among the Golds, 4 trophies were awarded. Alongside the Supreme Champion, trophy success also went out to:

Category	Cider Name	Producer
Supreme Champion / Rosé Trophy	Alexandra Blush MTC	Loxtonia Cider
Flavoured Trophy	Aroniju Sidrs	Mürbūdu Sidrs
Low and No Alcohol Trophy	Crafty Nectar 0.5	Crafty Nectar Cider Co.
New World Style Trophy	Thatchers Katy	Thatchers Cider

The ICC, run by Drinks Retailing magazine, is now in its eleventh year and judges praised the consistent quality of the entries this time around. The panel of 30 judges comprised supermarket buyers, independent retailers, cider experts, journalists and cidemakers.

Each cider entered into the competition is blind-tasted by the expert panel of judges and assessed according to taste, appearance and aroma.

For 2021 the competition also saw an influx of newer and smaller craft producers, according to the competition's chairman, James Finch.

He said: "Another virtual ICC and another roaring success for cider as an international category. Eighteen countries across four continents were represented this year, with an influx of newer and smaller craft producers. The fact that this competition is so accessible to all and rewards against a standard rather than a podium finish means that entries from cideries of all shapes and sizes have equal opportunity to achieve a medal.

It was an absolute privilege to be chairman this year for the first time, in a year that saw Golds across the New World, Rosé, Flavoured and Low & No Alcohol categories. A strong nod to the modern takes on this marvellous drink starting to shine above those more well-known styles. Three golds in Rosé alone really highlighted the breadth that category is developing across the world.

The variety and originality entered this year really was tremendous and seems to increase year on year as consumer demand for new tastes to savour grows. Cider really is the most exciting drinks category to be a part of."

For 2021 the ICC also saw a record number of medal winning entries in the Low & No Alcohol Cider category.

A full list of results can be found at www.internationalciderchallenge.com

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Editor's Note: Hi-res images of the International Cider Challenge are available on request.