

PRODUCT SPECIFICATION

“Devon Cider or Devon Cyder”

PDO (X) PGI ()

This document sets out the elements of the product specification for information purposes.

1 RESPONSIBLE DEPARTMENT IN THE MEMBER STATE

Department for Environment, Food and Rural Affairs (Defra)

Area 1A

Nobel House

Smith Square

London

SW1P 3JR

United Kingdom

Email: protectedfoodnames@defra.gsi.gov.uk

2 GROUP

Name: The Devon Cidermakers Guild

Address: c/o James Mcilwraith Solland Farm, Sampford Courtenay,
Devon EX20 3QT

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Email: James@solland.co.uk

Composition: Producers/processors (6)

Other (2 Retailers - Darts Farm Shopping Village &
Southwest Wines)

3 TYPE OF PRODUCT

Class Cider 1.8 Other Products.

4 SPECIFICATION (SUMMARY OF REQUIREMENTS UNDER ARTICLE 7(1) OF REGULATION (EC) No 1151/2012)

4.1 Name of product:

“Devon Cider or Devon Cyder”

4.2 Description:

A traditional cider prepared by the fermentation of the first-pressed juice from native and

non-native varieties of apples grown in Devon. Dry, Sweet and Sparkling Ciders are all produced. Devon Cider exhibits a good appley nose with a hint of wood and smokeyness often with a soft astringency, but a good balance between sweetness and bitterness. Dry ciders are bright and clean, Sweet ciders are rounded with honeyed tones. Sparkling ciders have autolytic flavours from the secondary fermentation and can be bright following disgorgement or naturally cloudy with the lee's intact.

Colour ranges from a pale straw to deep gold with shades of red and bronze depending on the apples used.

Devon Cider must be made entirely from apples grown in the county and consist of at least 90% Devon apple juice (fermented or un-fermented) when offered for sale (the National Association of Cider Makers minimum juice content for cider is 35%). The remaining 10% volume can be made up of:

- 3% can be sugars added to a fermentation,
- 6% can be added as natural sweetener or sweetening sugar,
- 0.5% can be added as malic acid,
- 0.5% is water picked up in filtration or racking and trace amounts of other additions appropriate when producing cider.

Specification at time of sale

- Actual alcohol content by volume 4.0-8.5%
- Specific gravity at 20°C 0.996-1.022
- Total acidity (as Malic Acid) 2-7 g/Litre
- Volatile acidity (as Acetic Acid) <1.4g/Litre
- Total Sulphur Dioxide <200mg/Litre
- Free Sulphur Dioxide -60mg/Litre

4.3 Geographical area:

The County of Devon

4.4 Proof of origin:

Only apples grown in the county of Devon are used in the production of Devon Cider.

Apple Records

Each cidemaker wishing to make use of the 'Devon Cider' PDO will be required to keep records of all fruit deliveries during each harvest by completing a Devon Cidermakers Guild Annual Fruit Record. This will show; date of delivery of the fruit and its weight, variety of apple supplied, if known, its producer/supplier, volume of juice produced and the date of pressing. In January each year the cidemaker will be required to submit these records to the Devon Cidermakers Guild.

Cider Records

Records showing the volume of juice pressed from Devon apples, the amount of cider or juice sold and any juice or cider carried forward to the next year or destroyed. These records must be able to link to incoming apples, the amount of juice pressed,

the amount and fermentation number of each batch of cider fermented, racked, blended and made into batches for sale, so that each batch of cider using the Devon Cider PDO can be traced back to the orchards from which it came. The complexity of required records will be linked to the size of the manufacturer. Large manufacturers, producing more than 200,000 litres a year will be expected to have a Quality System equivalent to the SALSA standard, showing the traceability of all raw materials and finished products. Medium sized companies will be assisted by the guild to establish an adequate system of control based on their legally required HMRC records. Smaller producers making 1000 litres or less, will only have to fill in an annual declaration form provided by the Guild.

Large Makers: (>200,000 litres a year) Full Traceability based on Quality System

Medium Makers: Additional Guild Records based on HMRC records

Small Makers: (<1,000 litres a year) Annual Declaration

Sales Records

A record of the brands of cider that a cidemaker wishes to be sold as Devon Cider PDO must be submitted to the Guild. This can be done at any time of year, however a cidemaker may not use the Devon Cider PDO on a brand until the Guild has approved them as having records sufficient to meet the Guild requirements for that brand. Each type of cider sold must be allocated a unique batch number when offered for sale and the ciders records will have to be able to ensure traceability by demonstrating an unbroken link back to the batch of apples pressed:- Note, Not every product in a range sold by a manufacturer will have to meet the PDO requirements as there is no obligation for ciders to market their entire range using under the Devon Cider PDO

Each year, in January, ciders using the PDO will have to complete a Guild Annual Sales Record to record the name of each PDO branded cider and the total volume sold in the previous year.

Verification

Internal Verification

Each year a local representative appointed by the Guild will visit each member to review record keeping, cidemaking practices and to offer compliance advice to members.

External verification

An annual inspection and audit of the records and returns of members, kept at the Devon Ciders Guild office, by an organisation accredited for this purpose.

A number of random site visits and audits of members at their premises will be made by the same organisation each year. These will be sufficient in number to ensure an external audit for every cidemaker using the Devon Cider PDO at least once every four years.

These inspections by the Guild and by its external verification inspectors are to ensure that the Guild and ciders using the Devon Cider PDO are keeping records:

- that are able to demonstrate that each batch of cider using the “Devon Cider” PDO can be traced back to apples grown in Devon.

- that enable the identification of batches of cider, and any routine analysis of those batches, and demonstrate compliance with the described standard of the Devon Cider PDO.

Should the Guild, or its external auditors, not be satisfied with any aspect of the cidemakers records or the evidence that the cider is made only using Devon Apples, the cidemaker may be prevented from using the Devon Cider PDO. The Guild may agree three months after the inspection for the cidemaker to amend their record keeping whilst still using the PDO. A cidemaker who disagrees with the Guild decision may have their case decided by a meeting of the members of the Guild, which may be called for the purpose.

Non-compliance issues will also be reviewed by the Guilds Accreditation partner, and their findings on the suitability of any records will be final

The Guild may charge for submitting records concerning the PDO either via a membership fee, or through direct charges for non-members.

4.5 Method of production:

Apple Harvesting

From late August to December apples either fall or are shaken or knocked from trees onto the ground. They are then collected either by hand or by harvesting machine. The degree of ripeness and the overall 'soundness' (being free from rottenness) of the fruit is at the discretion of the individual cidemaker. However, the apples should be clean, free from starch and have any significant amounts overripe or unsound fruit removed either mechanically or by hand. It is traditional in Devon that apples may be left on the ground under the trees for some weeks to fully ripen before they are gathered.

Milling

The apples, once harvested, are delivered to the cider mill in sacks boxes or trailers. Apples may be washed at the mill or arrive already clean from the orchard, for example, hand-picked fruit or fruit from an organic orchard might not need washing. The apples are milled in a variety of mechanical, hydraulic or electrically powered mills, ranging from traditional hammer or scrapper mills to more modern rotary mills. The object of milling is to produce a fruit pulp for pressing. Enzymatic treatment of the apple pulp to increase extraction is not permitted. In general the mill should produce a pulp that permits the juice to be separated from the apple solids and is suitable for the cidemakers press.

Pressing

The fruit pulp is then mechanically or hydraulically pressed to extract the juice (centrifugation or enzymic extraction are not permitted). The apple pomace may only be pressed once and may not be mixed with water or other ingredients, and repressed. The pressing process produces juice, which can be treated with Sodium or Potassium metabisulphite, the purpose of which is to control oxidation and prevent growth of "wild strains" of yeast originating from the fruit. Apples grown in very old orchards are often low in nitrogen, potash and other plant nutrients. Nutrient levels can be sufficiently low as to prevent the active growth of yeast in the resulting apple juice. Cidemakers can therefore add yeast nutrients to a fermentation if necessary.

The fermentable sugar content of the apple juice is dependent upon the

variety/varieties of fruit used to make the juice and seasonal climatic factors. In a cold or wet year the sugar content of the juice may not be high enough to make a cider with satisfactory keeping qualities. The sugar content of the juice is assessed and additional sugar may be added to a maximum of 3% weight by volume of sugar. Acidity may be assessed and adjusted as required using Malic or Citric acid. These additions must in accordance with the specification given in paragraph 4.2. Evaporation of the juice for storage is not allowed. Devon Cider may only be made by fermenting fresh apple juice.

Fermentation

The juice is fermented either by the addition of a culture of cider yeasts kept by the cidemaker or from a commercially available strain of *Saccharomyces*. Alternatively, some makers will prefer to allow the juice to ferment naturally using yeast found on the skins and inside the seed carpel of the apples. Fermentation can take place in vats or barrels (wood, glass resin, plastic, or stainless steel) under ambient temperature conditions. The complete fermentation process, including secondary fermentation by naturally occurring malolactic bacteria, will extend over the winter into the spring. The natural microflora of each cider mill will contribute to the character of each fermentation and this should be born in mind when considering appropriate levels of plant hygiene, particularly of porous materials like wood.

Racking

After fermentation, the raw cider is racked off from the yeast and apple debris called the lees, and is stored in sealed barrels or vats to mature. Devon Cider, other than naturally sweet cider, must be at least 6 months old from the date of pressing before being packaged for sale. A key element of the skill of cidemaking is the blending together of the different types of juice produced by pressing different varieties of apples throughout the pressing season. Older cider from previous years can be mixed with younger cider to achieve an 'average' age of at least six months when bottled for sale.

Naturally Sweet Cider

Cidermakers wishing to make a naturally sweet cider may rack the cider before fermentation finishes. Fermentation can be arrested either by repeated racking, by filtration or pasteurization. Naturally sweet ciders may be less than 6 months old when bottled for sale but must still have a total juice content of at least 90% and be labelled Naturally Sweet.

Clarification

A historical feature of Devon Cider is that it is usually clarified after fermentation, Hugh Stafford records in 1753 that Devonshire cider was differentiated from the ciders of Hereford and Somerset by its clarity. This was achieved either by repeated racking or the use of finings and or filters.

If a clear cider is desired, then the final product can be clarified, using repeated rackings, finings agents, (gelatine, bentonite or other fining agent, approved by the Guild) centrifugation or filtration. The "bright" product can then be sweetened to taste, by the addition of either apple juice or natural sweeteners, which need not have been produced in Devon. Artificial sweeteners and artificial colourings are not permitted.

Packaging

Bottling cider has a long tradition in Devon, there is a description of cider being bottled in Devon in 1898 by HJW Coulson in the Journal of the Bath & West Society.

If a cidemaker chooses, cider may be “cask conditioned” or “bottle conditioned” by the addition of a small quantity of sugar together with a secondary fermentation yeast. This produces a “petillant” or “sparkling” cider which is served direct from the bottle or cask. Sugar or juice and yeast may also be added as part of Traditional Method Sparkling Cider production.

Packaging can take place outside of the County of Devon, providing that the cider is sent away ready to pack and no ingredients, other than Carbon Dioxide, are added by the packer. This restriction is necessary if the product packed is to claim authenticity of origin.

4.6 Link:

The County has one of the oldest traditions of cider making in the United Kingdom, its ciders being typically clear, softer in character and sweeter in taste than ciders from surrounding counties. The softer character and rich colour of Devon Cider has been traditionally attributed to the red soils found throughout the county. (National Character Area (NCA) Profile:148: Devon Redlands gives a general description).

Devon Cider is made by fermenting the juice of apples grown in Devon from native and non-native varieties. The growth of the tree's, the harvesting of the apples, milling, pressing, fermentation, racking and clarification all happen within the defined geographical area.

The terroir of Devon, it's climate, soil, and native microflora, means that varieties of any apples grown in Devon, native or otherwise, are noticeably distinct from the apples grown in other counties, even those of the same variety.

John Beale (c.1608-1683) a scientific writer, and an early Fellow of the Royal Society wrote in the 1664 '*Aphorisms Concerning Cider*' said *"He that would treat exactly of cider and Perry must lay his foundation so deep as to begin with the soyl: For as no Culture of Graffs will exalt the French Wines to compare with the wines of Greece, Canaries and Montefiafco; fo neither will the cider of Bromyard and Ledbury equal that of Allefmore, ham-Lacy and Kings-Capel"*.

In Charles Vancouver (c1756 – 1815), the Anglo American agricultural writer, said in his 1813 '*General View of the Agriculture in the County of Devon*', *"Throughout the whole of this country, long experience has shewn, that the same fruit growing on a moist loam or clay bottom, will produce a vastly superior cider to that growing on an understratum of shear sand or gravel"*. These early sources anticipate the importance now attached to the idea of terroir. The terroir in Devon gives a unique character to the ciders of Devon. Ciders made from local apples being softer and sweeter than those ciders made in surrounding counties. Many varieties of apples are grown in Devon, over 200 have been identified and named. Others are unique to the tree or orchard and have never been given a variety name, or indeed the name has been lost in time. For these reasons there is no restrictive list of acceptable apple varieties for use in Devon Cider.

The varieties of apples grown in Devon represent those varieties that can thrive in Devon's unique climate and soils. Indeed disease resistance, an important

consideration for a prospective grower when choosing varieties, is another example how the native micro-flora of Devon effect the varieties of apples available for a cidemaker. For example, In Herefordshire, Scab is probably the most troublesome affliction of apple trees and so resistance to Scab is a key feature. In Devon, due to it's higher rainfall, Canker is more prevalent and varieties with resistance chosen accordingly. The varieties of cider apples chosen by orchard planters in Devon therefore influences the character and flavour of the cider made in Devon.

Other key character determinants are:

- Only allowing first pressed juice.
- Only allowing milling and pressing of fruit.
- Not permitting total extraction of the apples..
- Chaptalisation is only allowed within very narrow limits and without any subsequent dilution.

Devon Cider can only be made from fresh apple juice, this is a clear quality delineator between craft and commercial cidermaking. Cider made from fresh juice undergoes a much more complex fermentation with a microbial succession, including a secondary fermentation, making a much more variable and complex drink. The minimum maturation period of Devon Cider of six months from pressing to packaging (excepting Naturally Sweet Devon Cider) allows this complexity to develop.

Our reliance on these strictly traditional practices ensure that each batch of cider will have a unique character reflecting the area in which it is made and the skill of the artisan producing it.

History of cider in Devon

Cider has been made in Devon from a very early date, indeed apple pips have been found at archaeological sites dating from the Neolithic period. Orchard cultivation of apples certainly arrived with the Romans, if not before. Apple orcharding was further boosted by the arrival of the Normans, with their great love of apple husbandry. Of the varieties of cultivated apple they brought with them, the most interesting to us is the Pearmain apple, probably the first purposed cider apple variety.

Early records of cider production are difficult to determine, as what might well have been cider is often described as wine or strong wine and it's not really until the middle ages that we find clear evidence of cidermaking in surviving records.

In Devon, records dated 1285AD from Exminster Manor suggest cidermaking was taking place on a commercial scale in Devon at that time. Cider was recorded as part of Church Tythes in Combe in Tynhyde Devon in 1297AD and various other records from around that date.

Certainly by the middle of the 14th Century cidermaking on a commercial scale was well established in Devon, with records of cider being offered for sale in Sampford Peveral in 1358AD and at Plymouth at a similar date. The arrival of the 'Black Death' at Weymouth the same year led to the collapse of the agrarian economy in Devon and the rest of England, with orcharding suffering along with every other activity. A 100 years later however it's likely that the details of pressing and purchasing cider recorded in the Kerkenwell Manor accounts of 1452AD preceded a general renewed interest in orcharding and cultivation that occurred following the agrarian reforms of the Tudors.

The production of cider seems to have increased further during the early part of the seventeenth century. Thomas Westcote, historian and topographer, in his '*View of Devonshire*', written in 1630, attests that:

"They have of late years much enlarged their orchards, and are very curious in planting and grafting all kinds of fruits for all seasons, of which they make good use and profit, both for furnishing their own table as furnishing of the neighbour markets.

But most especially for making cider, a drink both pleasant and healthy; much desired by seamen for long southern voyages, as more fit to make beverage than beer, and much cheaper and easier to be had than wine."

Tristram Risdon, antiquarian and topographer of similar date relates in his 'Chorographical Description of Devon':

"of fruit trees great variety and those of the best kind which I forbear to name for the great choice and such plenty of cyder made as many copy holders may pay their lord's rent with their cyder only which is found a drink very useful for those that navigate long voyages whereof one tun serveth them instead of three tuns of beer and is found more wholesome drink in hot climates" Risdon also adding "Staverton stands between these two Hemp sions a place passing fruitful insomuch that report giveth out there are more hogsheads of cyder made communibus omnis than are men women and children living there This manor hath anciently belonged to the dean and chapter of Exeter"

In 1794 Robert Fraser wrote in his "General view of the county of Devon" the most detailed description of cider making in Devon surviving from the period devoting an entire section to cider.

"SECT XIV. CIDER

Throughout a great part of this county particularly the southern districts cider constitutes a very material article of rural economy. Every farmer has his orchard which supplies him in the first place with an agreeable and wholesome beverage for himself and family and the surplus he disposes of to the cider merchant. The operations of the farmer in preparing his cider are simple and easy. The juice of the fruit being extracted by means of the pounding mills and the press the liquor is put into large vat's where it is left to ferment; and when the fermentation is arrived at full perfection of which they judge by the head beginning to break the cider is then drawn off into hogsheads or barrels, and kept for family use or sold to the cider merchant who racks and prepares it for the London and other markets.

It is not a general practice to sort the different species of apples Those which produce the greatest quantity of juice are preferred. The red streak is in general considered as the apple which gives the finest flavour to the cider. The apples formerly were pounded in a hollow trough of moor stone by means of a mill stone of the same revolving on its edge. It is now pounded generally by a machine which mashes the apple much more perfectly. The apple thus mashed is placed on the press with layers of reed between and pressed down with a screw and lever. Of late years, many improvements have been made in this branch of rural industry and they expect to bring it to still greater perfection. In the neighbourhood of Exeter, Chudleigh Newtown, Bushel, Paignton, Totness &c they make great quantities of cider which has a richer flavour of the apple than any I have tasted in other counties. In the parish of Staverton and that neighbourhood the sweet cider is chiefly made. This kind of cider is produced from the same species of apples as the rough cider The sweet taste it has arises from the fermentation being stopped by repeatedly racking off the cider from the lees. It has been supposed by many people that cider is adulterated by adding the juice of turnips to that of the apples There is no kind of foundation for this report The farmers sell the cider they do not use for the family at eighteen twenty and twenty five shillings per hogshead. Sometimes the produce of an orchard is very

great An orchard last year belonging to Mr Mathews near Chudleigh consisting of three acres made eighty hogsheads of cider at one guinea per hogshead. Several gentlemen plant nurseries for apple trees and give the plants to any of their tenants who will engage to inclose a piece of land for an orchard. This is a system well deserving the notice of all the proprietors in the county."

By 1810, the editors of a new edition of Risdon's *'Chorographical Description of Devon'* said "we find that near 200 years ago Risdon mentions it (cider) in such plenty as many copyholders may pay their lord's with their cyder only. This is even now probably in some parts and in some seasons the case though the orchards are not either so large and productive or so numerous as they used to be. The cyder tax operated to reduce the number of apple trees, thousands of which were cut down at the time it was imposed and the produce of the remainder is probably lessened by a variety of causes"

The cider tax, the editors refer to, was imposed as a result of the huge cost of the Seven Years War. In 1763 the then Prime Minister, Lord Bute, introduced a tax of four shillings on a hogshead of cider. The result was outrage across the Southwest of England. The wide ranging protests were led by the Town clerk of Exeter, Benjamin Heath who wrote "*The case of the county of Devon, with respect to the consequences of the new excise duty on cyder and perry*". Effigies of Lord Bute, often a large boot (Jack Boot) were burnt in many towns in Devon, and a coffin representing the 'death' of cider was carried through the streets of Crediton. The effect of the tax on cider sales was disastrous and as a result many apple orchards were grubbed out. The tax was finally repealed in 1766.

The 18th Century also saw the development of the first significant indigenous cider varieties in Devon.

Hugh Stafford in his 1753 *'Dissertation of Cyder and Cyder Fruit'*, describes a selection of the cider varieties found in Devon and Herefordshire; "*Though the number of Cyder-fruits here taken notice of are but few, they are the more generally known, and more generally planted than others*"

For Devon he describes;

Royal Wilding, White Sour, Blackamore, Meadyate. and the Cowley Bridge Crab. He also describes the effect of the soils found in Devon and how these soils differ in the north and south of the county. He also makes interesting comparisons to the fruit and soils of Hereford and Somerset. Staffords advice on orchard planting remains, in most respects, hard to fault.

*"At Michaelmass you fould plough it (the soil) pretty deep, in order to make is loofe for the roots of the trees, which fhould be planted thereon in October, provided the foil be dry; but if it be moift, the beginning of March will be a better feafon"*In the early part of the nineteenth century, high tariffs on wine imposed during the Napoleonic wars led to a boom in cidermaking and orchard planting. In Devon the area planted to orchards reached 23,000 acres making it briefly ahead of Hereford with 22,000 acres and 21,000 in Somerset. In his Topographical dictionary of England, published in 1848, Samuel Lewis said of Devon;

"In no part of England are the Gardens (orchards) on a more extensive scale than throughout this county (Devon). The cultivation of apples for making cider was first an object of general care about the commencement of the seventeenth century, A great quantity of cider is now made, in a productive year, for exportation, besides the vast quantity made for home consumption. In the year 1820, eleven thousand two hundred and sixty-five Devonshire hogsheads (each of sixty-three gallons) were sent

from the ports of Exeter and Dartmouth (the former including Teignmouth, and the latter Salcombe), besides what was shipped by the growers, and therefore not liable to duty. There are orchards are now to be seen in every part of the county; every valley, indeed, throughout the South Hams is more or less occupied by them, and this district is the most celebrated for the excellence of the cider which it produces”.

Towards the middle of the century French wine consumption had recovered from the odium of the Napoleonic wars, helped no doubt by the lowering of import tariffs. As a result the popularity of cider declined.

However, towards the end of the century interest was rekindled as industrialization increased agricultural demand and railways improved communications.

In 1851 The Devon Agricultural Society merged with the Royal Bath and West and Southern Counties Agricultural Society as part of a renewed interest in the scientific underpinnings of agricultural activity.

This saw a concomitantly increased role for science in the art and manufacture of cider throughout the South West of England. Of particular note in Devon, H.J.W. Coulson wrote in in the 1898/1899 Journal of the Royal Bath and West and Southern Counties Society, describing how they made their championship winning cider at Lythecourt near Tiverton. The cider competition was held as part of the Societies annual meeting, held in 1897 in Southampton. These annual meetings and agricultural show was the result of the decision, taken back in 1859, by the Society, to start an annual peripatetic agricultural show in combination with their Annual Meeting the first being in Taunton that year.

A cider competition soon became established as an important part of the annual show, and the Societies journals of the period, contain details of the cider competitions as well as descriptions of, and advances in, cider making. The cider competition continues to be held annually, at the Societies now permanent show ground in Shepton Mallet.

Mr Ralph Neville Grenville of Butleigh Court, Glastonbury was a great enthusiast of cider. In 1893 he persuaded the Bath and West's itinerant cheese technologist, Mr F. J. Lloyd to turn his attention to the science of cider, and to undertake experiments at Neville Grenvilles Home Farm in Butleigh. In 1894 Grenville persuaded the Bath and West Society to support more extensive trials in cider making at Home farm. The results of these trials were presented by F.J. Lloyd in an extensive report in 1903. The importance of Neville Grenville, and Lloyds work was widely recognized and a committee was set up to look at the best way of continuing the progress made. Following the offer of suitable premises by Lady Smyth it was decided to establish the National Fruit and Cider Institute at Long Ashton, Bristol with Fredrick Lloyds as it's first director.

For the next 75 years the Long Aston Research Station would study the science of cider making and their work provides the foundations of the modern cider industry. Sadly the cider research at Long Ashton closed in 1981. Cider production in Devon nowadays has a diverse range of practitioners, from traditional small farm based makers to large industrial enterprises. As the popularity of cider continues to grow and there is a continual stream of new products coming onto the market, particularly those mass produced ciders, there is a need to protect the rich heritage of traditional cidermaking in it's rural setting.

4.7 Inspection bodies:

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The inspection body conforms to the PDO/PGI Scope of ISO/IEC 17065:2012.

4.8 Labelling: