

Media Release
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Southbank, Melbourne



Australian Cider Festival a roaring success

Craft cider won over Melbourne on Saturday as over 700 cider enthusiasts flocked to Australia's largest craft cider festival at the Malthouse Theatre Forecourt in Southbank.

Glorious weather, 112 different ciders from a record 28 local and international producers and a great festival vibe made for the best annual celebration in the Australian Cider Festival's five-year history.

Festival organiser Cider Australia is chuffed at the response from attendees and stallholders and is already looking ahead to the next annual event.

Cider Australia President Sam Reid said, "We were successful in taking the festival to the next level this year and pleased with the excitement and passion for cider that we saw from the attendees".

Cider Australia's guest judge for the 2016 Australian Cider Awards, UK cider expert Bill Bradshaw, joined in the festivities and shared his perspective on the developing Australian cider market during the afternoon.

"I am really impressed with the commitment of so many producers to make great cider", said Mr Bradshaw.

"I think you should be proud about what you are achieving in Australia. And I've had a blast here at the Festival today!"

Free cider master classes led by industry leaders such as Drew Henry of Henry of Harcourt Cider educated attendees about the expansive range of cider styles available in Australia and especially more traditional ciders made with cider apples".

Mr Reid noted, "We believe that the use of purpose grown cider apples is a crucial element of the category's evolution and we were proud to see so many products at the Festival made from traditional fruit varieties".

The results of the 2016 Australian Cider Awards are available at cideraustralia.org.au

Media Note: For further details or images contact Cider Australia executive officer Jane Anderson on 0434 559 759 or office@cideraustralia.org.au. For event info visit [twitter/cideraustralia](https://twitter.com/cideraustralia) or facebook.com/australianciderfestival



Exhibitors at the 2016 Australian Cider Festival

- Alpine Cider
- Australian Beer Company (Pressman's Cider)
- Batlow Cider
- Blue Elephant Beverage Co
- Cheeky Grog Co
- Daylesford Cider
- Flying Brick Cider Co
- Frank's Cider
- Grand Ridge Brewery (Twisted Sister Cider)
- Granite Belt Cider
- Harcourt Perry & Cider Makers
- Henry of Harcourt
- Hillbilly Cider
- LOBO Cider
- Lost Pippin
- Montague Cider House
- Mr Little Cider
- Napoleone Cider
- Pennyroyal Raspberry Farm & Cidery (Crucible Cider)
- Sidewood
- Spreyton Cider
- St Ronan's
- Thatchers
- The Hills Cider Company
- Verano Cider
- Westons Cider Australia
- Willie Smith's Organic Cider
- Yarra Valley Cider.



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