

AICV

European Cider & Fruit
Wine Association

European Cider Trends 2016 ^{Update}



 canadean

European Cider and Fruit Wine Association, 2016

Introduction

European Cider Trends 2016 is a collaboration between Canadean and the European Cider and Fruit Wine Association (AICV) in producing a presentation that demonstrates the current:

- Key markets for cider (which includes perry, fruit flavoured cider and fruit wine)
- Tax rates in a number of consuming countries for cider
- The important contribution which cider production makes to EU Agriculture

Although considerably smaller than the wine, beer, or spirits industries, it is nevertheless a fact that in recent years in some EU countries cider and fruit wines have enjoyed one of the fastest growth rates of all alcoholic beverages, underlining the continuous popularity of fermented fruit drinks down the ages.

The purpose of the document is to increase the awareness of cider to stakeholders (principally lawmakers and those involved with policy formulation) who may not be familiar with cider.

What is Cider?

Cider* is an alcoholic beverage obtained **only** by the complete or partial fermentation of:

- the juice of fresh apples, or
- the reconstituted juice of concentrate made from the juice of apple, or
- the mixture of juice of fresh apples and of reconstituted juice of concentrate made from the juice of apples.

The product will contain in general an alcohol content within the range of 1.2% to less than 8.5% alcohol by volume (abv) and should maintain the character of fermented apple juice. It is forbidden to add distilled alcohol to cider.

Reduced-alcohol ciders also exist on the market and these are classified as:

- **alcohol free Cider** (or non-alcoholic cider), when less than 0.5% abv.
- **low alcohol Cider**, when more than 0.5% abv and less than 1.2% abv.

* For a more detailed definition, consult the AICV 'Code of Practice' (<http://aicv.org/>).

What is Cider?

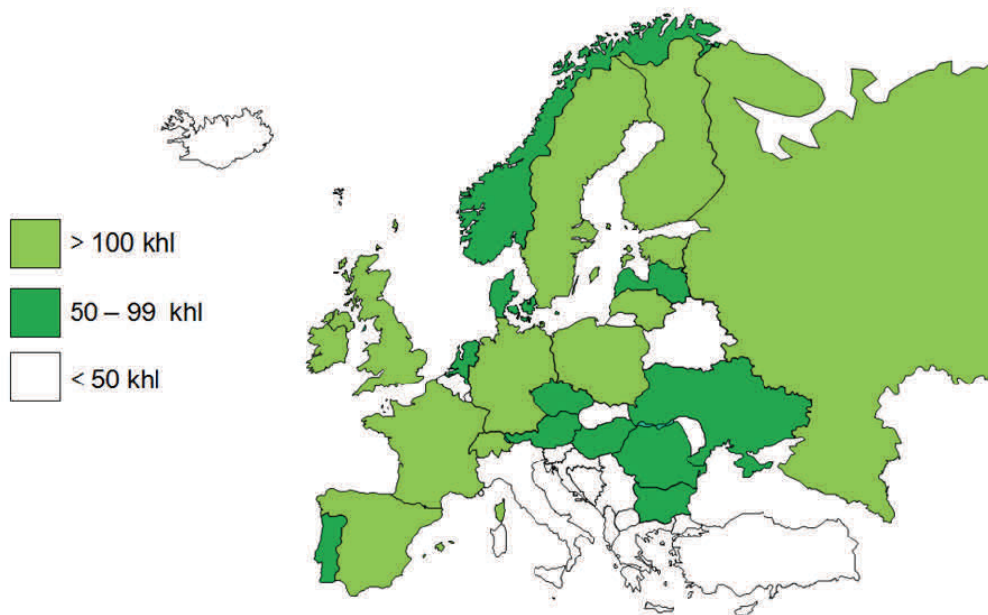
In the late 1980s, a new product reached the market: ciders containing juice and flavourings began to be produced, alongside the traditional ciders.

The industry calls these “**flavoured ciders**” and they can contain, in addition to the apple base, ingredients such as juice of other fruits, extracts, flavourings, etc.

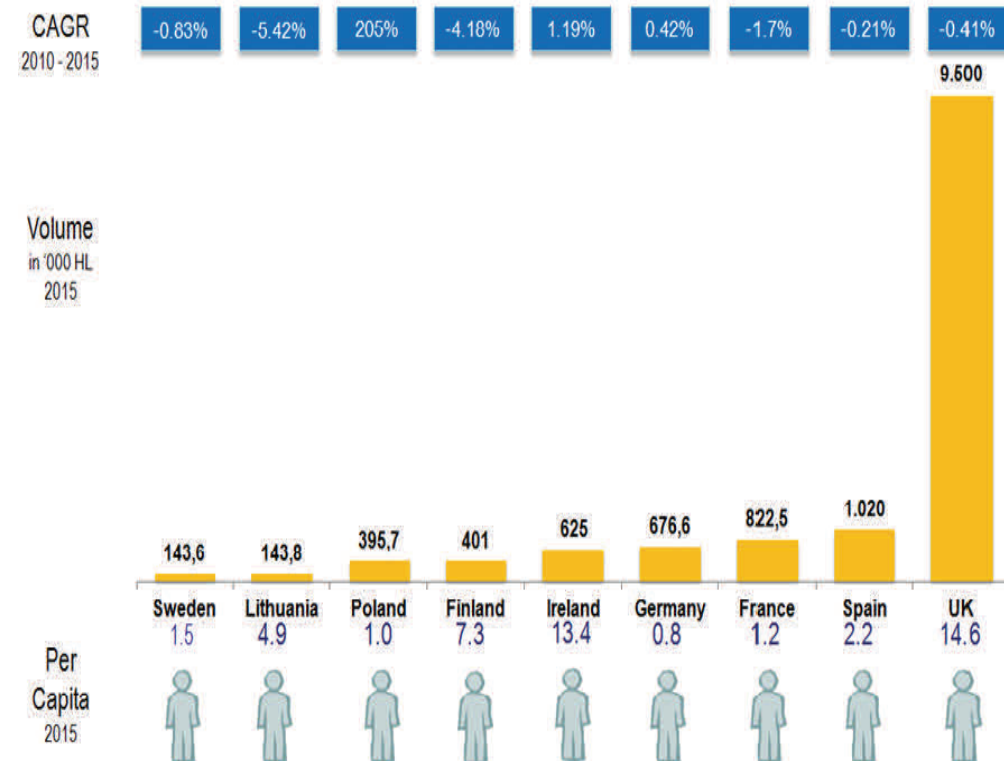
Another innovation is the so-called “**cidre de glace**” (or “ice cider”) which is a cider made only from the fermentation of frozen juice, or frozen apples. There is no addition of water, sugar or alcohol and the alcohol content is above 7%.



Key Cider Markets in Europe, 2015

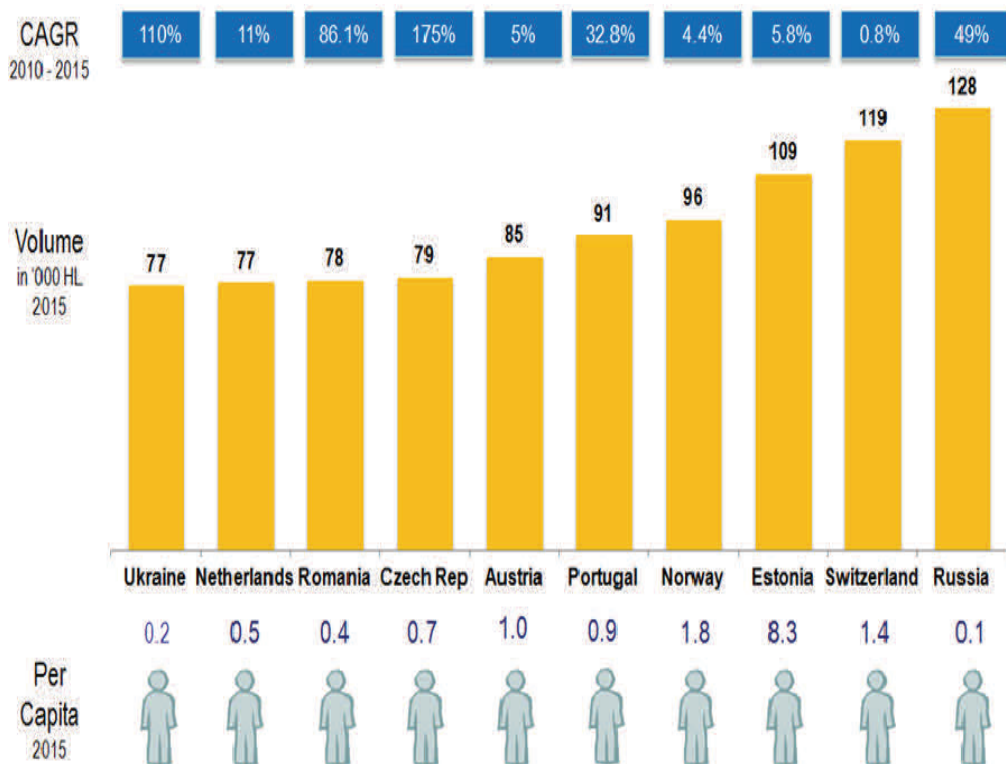


Cider * - Leading Markets



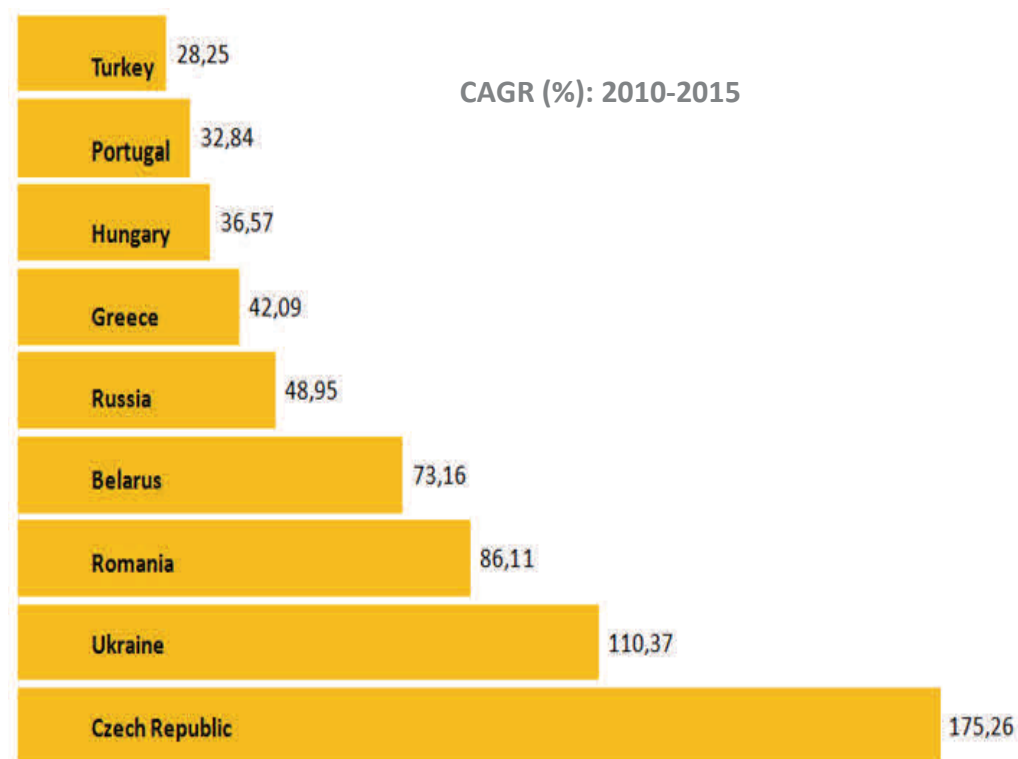
* Includes flavoured ciders as AICV defined.

Cider * - Smaller Markets



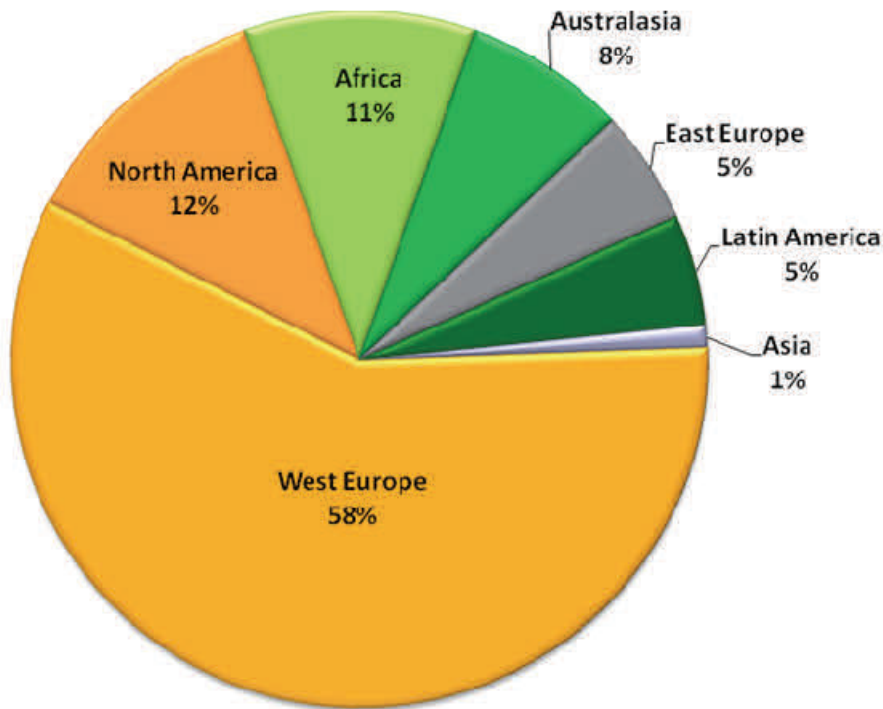
* Includes flavoured ciders as AICV defined.

Europe: Fastest Growing Cider Markets



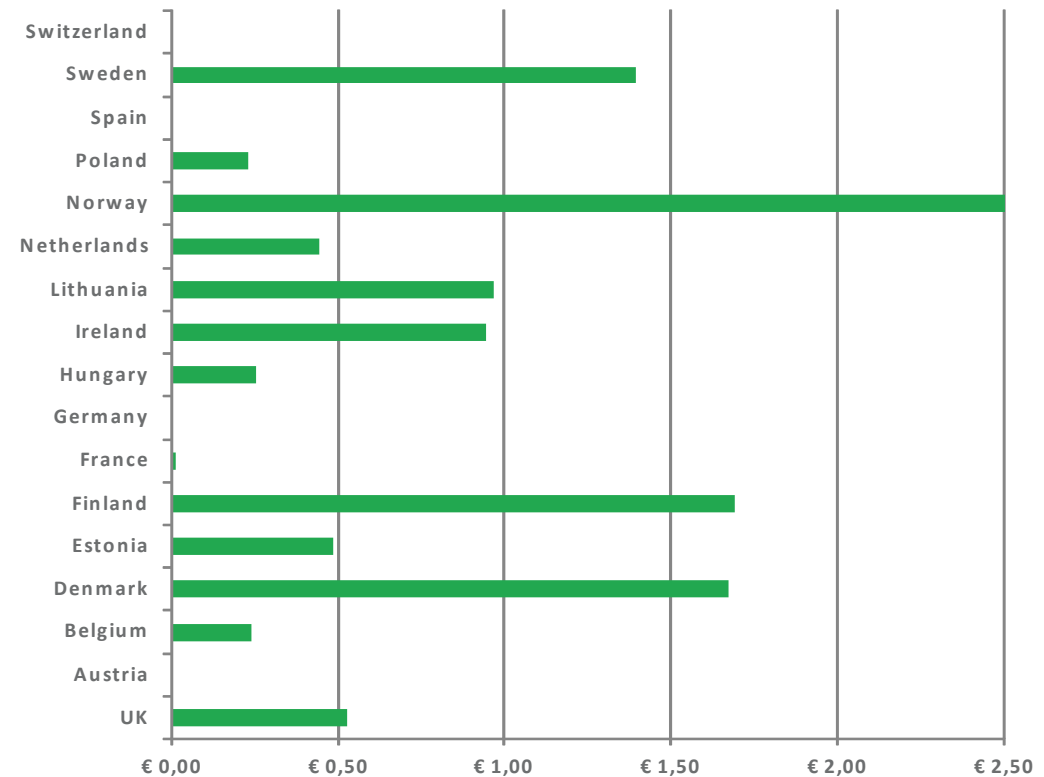
Cider is still predominantly European

Regional share of consumption, 2015



Tax Rates in Key Markets, 2016

Excise Duty (in EUR) per Litre @ 5% Abv



Source: European Commission—Excise Duty Tables (REF 1047 Rev 1—July 2016)



World Cider Day

The World Cider Day was launched by the members of the Association of Apple Wine and Fruit Juice Press Houses in Hesse, Germany.

Throughout Germany and other European countries, many partners are supporting the World Cider Day, celebrated each year on 3 June.

The World Cider Day aims to generate publicity for the wide variety and characteristics of apple cider, to increase people's appetite for apple cider, to provide information about apple cider and its meaning for nature conservation and to be a festival for the numerous apple cider lovers.

Wherever you are in the world, if you are apple cider lovers, apple cider press houses, apple cider innkeepers and retailers, join the World Cider Day on 3 June each year.

For more information, check <http://www.worldciderday.com>



Social Responsibility

The European Cider and Fruit Wine Association promotes responsible consumption and enjoyment as a cultural/social norm, with a view to preventing and reducing alcohol abuse and related harm. It supports the view that moderate consumption of alcohol is perfectly acceptable but that excessive consumption should be discouraged.

The AICV participates actively in the work of the overall European alcoholic drinks industry in developing best practice in this area.

AICV

The European Cider and Fruit Wine Association, formally set up in 1968, with a permanent secretariat in Brussels, represents producers of cider and fruit wine producers from the following EU member states: Belgium, Denmark, Finland, France, Germany, Ireland, Netherlands, Spain, Sweden and the UK. Representation to AICV is either via national trade associations or by direct company participation.

The Association has also set up an International Chapter to ensure that cider interests are appropriately represented in a number of global arenas.

The main objectives of AICV are:

- To represent the interests of its members among the EU authorities and institutions.
- To develop any initiative with a view to promoting its industries.
- To constitute a forum for the development of greater co-operation and solidarity among its members.

Members commit themselves to produce cider and fruit wines from fermented fruit juice. This is manifested in the AICV Code of Practice that stipulates:

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- Cider and Perry are made from the fermentation of the juices of apples and pears, respectively, without the addition of distilled alcohol.
- Fruit wines are made from the fermentation of the juices of fruit, other than grapes.

The Code of Practice is the industry's response to ensuring that high quality, and innovation, in its products are the foundations for a long life cycle in the market. The AICV is also putting great effort into promoting its quality criteria among countries outside the EU.

AICV Members

Belgium

Konings NV

Denmark

Carlsberg Breweries A/S

Finland

Finnish Federation of the Brewing and Soft Drinks Industry

France

Le Syndicat National des Transformateurs Cidricoles (SNTC)

Germany

Verband der Deutschen Fruchtwein- und Fruchtschaumwein- Industrie.V. (VdFw)

Ireland

C&C Group Plc

Netherlands

Heineken International BV

Spain

Asociación Española de Sidras (AESI)

Sweden

Kopparberg Brewery

United Kingdom

The National Association of Cider Makers (NACM)

