

Press Information

Frankfurt am Main, April 2019



CiderWorld'19 Frankfurt Cider Fair

CiderWorld'19 Frankfurt Cider Fair took place from 30th to 31st March 2019 in the Gesellschaftshaus Palmengarten. It is one of the world's largest and most important presentations for ciders. 70 exhibitors from 13 countries showed the great variety in the historic ambience of the Gesellschaftshaus Palmengarten. Around 500 products were available for tasting: traditional ciders, sidras and ciders, modern craft ciders, exquisite dessert wines and the finest sparkling wines.

Cider is one of the fastest growing beverage segments worldwide. The approximately 1,700 visitors were able to convince themselves of the great innovative power of this branch.

Markus Frank, Deputy Mayor for Economic Affairs of Frankfurt am Main, is patron of the CiderWorld'19 Frankfurt Cider Fair. This underlines the economic importance of this fair for Frankfurt am Main and the Rhine-Main region.

Luxembourg Guest of Honor 2019

The Mullertal region is the center of apple growing in eastern Luxembourg. For several years, a unique conservation program has been running here for meadow orchards of the region. The apple cultivation, essential basis for the production of original quality ciders is also here in danger. This prompted the organizers of CiderWorld to present this sustainable concept as well as the protagonists and their products at the Frankfurt Cider Fair. The guest of honor hosted a cider gourmet menu on March 30th, 2019 at the restaurant La Fleur. The Luxembourgish star chef Lea Linster and Andreas Krolik (La Fleur) served a menu accompanied by fine wines made from apples. "Ciderologist" Gabe Cook from England was the moderator of the evening.

CiderWorld Award'19

The CiderWorld'19 Award was presented for the second time in the Gesellschaftshaus Palmengarten to over 350 visitors. Geisenheim University accompanies this award scientifically. In the beverage technology institute of the university under the direction of Prof. Dr. Frank Will, who is also the patron of the award, analyzes all submitted products. An international expert jury checks the products sensory in the second step. 134 products from 56 producers from 18 countries were submitted. Twenty-four international jurors rated the CiderWorld 120-point scheme. In 5 categories, a total of 41 products were awarded "Honor", 42 "Silver" and 27 "Gold". The highest-scoring products in each category were awarded with the CiderWorld Medal 2019.

- ❖ Category Cider still, Cidre & Sidra:
La Folletière | Domaine Lesuffleur | Normandy | France
- ❖ Category Sparkling Cider
Anderdog | Torgglerhof | South Tyrol | Italy
- ❖ Category Sparkling Cider Mixed
Birnensecco 2017 | Gutshof Kraatz | Brandenburg | Germany
- ❖ Category Cider mixed & flavored
Hogan's Libertine Cider | England
- ❖ Category Ice Cider | Dessert wine
Sidra de Hielo | Cortina | Asturias | Spain

All results can be found in the attached list or online at www.cider-world.com/English/Award.

The aim of the CiderWorld Award is on the one hand to carry out a transparent, high-quality examination of the products and, on the other hand, to draw the attention of retailers and consumers to the high quality of the awarded products. In addition, producers can use the results of chemical and sensory analysis to further develop their products.

CiderWeek'19 Frankfurt

The idea of bringing the products of the CiderWorld'19 Frankfurt Cider Fair into the city first came three years ago. From 21 to 29 March, many tastings, menus and parties around cider were offered in various locations in the city in the run-up to CiderWorld'19. Traditional apple wine taverns, trendy restaurants and boutique hotels interpreted tradition and innovation in different ways.

Frankfurt traders and private initiatives are invited to participate in the CiderWeek. The organizers prepare a stage for as many companies as possible with the aim of drawing the attention of many Frankfurt residents and visitors to apple wine and cider. The offer can range from the serving of apple sparkling wine instead of prosecco in the hairdressing salon to a private cider tasting. The imagination knows no limits. Interested companies are welcome to register for the next CiderWeek.

Program and more information at

www.cider-week.com

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