

Press Information



CiderWorld'20 Frankfurter Apfelweinsteinmesse, 18. – 19. April 2020

The CiderWorld'20 Frankfurt cider fair is an important platform for presentation, tasting and a large meeting for professionals from cideries, production, merchants, press and the interested gastronomical world. The Gesellschaftshaus Palmengarten, Frankfurt, which hosts this culinary event, bridges the gap between tradition and innovation. About 90 international and regional manufacturers present about 500 classic regional ciders, craft ciders for tasting and innovative by-products ciders.

This demonstrates increasing importance of the topic “cider” and the international recognition of the CiderWorld Frankfurter Apfelweinsteinmesse. Currently, no other segment of the global beverage market is achieving a comparably high growth rate. Its international style is tailored to the needs of retailers, merchants and gastronomical world.

On Saturday, April 18, after the CiderWorld'20 Award ceremony, merchants, restaurant owners, journalists of the trade press, sommeliers and other professionals will have the opportunity to taste the awarded products and to get an overview of the new vintage. The number of international trade visitors who joined the CiderWorld increased during the last few years, such as from China, Japan, Russia, the United States and retail buyers from European countries.

The CiderWorld'20 opens its doors to trade visitors on Sunday, April 19, from 11:00 am and for the public from 1:00 pm. The interest of connoisseurs from Frankfurt and international guests is great.

CiderWorld'20 Frankfurter Apfelweinsteinmesse, 18. April 2020 – 12:00am – 5:00pm

Award ceremony and exclusive tasting for the trade, press and professionals

CiderWorld'20 Frankfurter Apfelweinsteinmesse, 19. April 2020 - 11:00am – 6:00pm

Tasting for the trade, 11:00 am – 1:00 pm

Tasting for the public, 01.00 pm – 6.00 pm

Basque Country - Guest of honor

CiderWorld'20 Frankfurter Apfelweinmesse

The Basque country is one of the oldest cider region of Europe. The basque producer will present the traditional Sidra, Sagardoa, and also fine sparkling cider and desert wines. Astigarraga, located nearby San Sebastian is the heard of Sagardo production. This region itroduces itself with their touristic and cultural speciality.

CiderWorld'20 Award

The CiderWorld Award will take place for the third time. The Award is supported by Universtity of Applied Sciences, Geisenheim. Contesting ciders are analyzed in the laboratory and then tasted by an international expert jury. This goes hand in hand with an independent and precise expertise, which can be best used for the marketing of products. 170 products were tasted in 2019 in 5 categories from 24 international jury members. Beneath the certificates "Honor", "Silver" and "Gold", the best product of each category is awarded with the CiderWorld Medal 2020.

The CiderWorld Award attracts the attention of the international merchants, consumers and the media and will enhance the vending of traditional and modern cider products.

Further information: www.cider-world.com

CiderWeek'20 Frankfurt, 9. – 17. April 2020

Guest of honor – Basque country

Tastings, menus and presentations of cider in special places and restaurants in Frankfurt.

- Focus on Apfelwein & Craft Cider in Frankfurt
- Tastings, menus, parties and presentations of Apfelwein, Cidre, Cider, Sidra, Sardago
- In bars, clubs, restaurants, stores in Frankfurt
- Discover new markets and convince consumers in Frankfurt and Rhine-Main region
- Marketing tool for manufacturers

Basque country will bring the culinary heritage to Frankfurt during the CiderWeek'20.

The guest of honor will introduce itself with the traditional event Txotx and other cultural highlights.

www.cider-world.com

ViSdPG Michael Stöckl und Christine Isensee-Kiesau

CiderWorld Frankfurt & CiderWeek Frankfurt by

Apfelwein International UG (haftungsbeschränkt)

Krautgartenweg 1 | 60439 Frankfurt am Main

Office +49 69 153258331 | Mobil +49 171 4828977 | info@cider-world.com