

THE GUILD OF CRAFT CIDER AND PERRY PRODUCERS

INTRODUCTION:

The Guild of Craft Cider and Perry Producers (hereinafter known as The Guild) is concerned with the ethics and standards associated with cider and perry production that will:

- enhance the quality of the producer's products;
- ensure greater transparency for the consumer;
- lead to greater consumer and retail confidence, awareness and understanding;
- promote and encourage traceability and purity of ingredients and products;
- give scope for potential increase in premium product value and distribution;
- be a basis for future quality and assurance schemes;
- help secure the future of UK orchards and their ecosystems.

AIMS:

- recover and preserve the integrity of cider and perry as valuable products of recognised quality;
- differentiate Guild products, emphasized by their distinctive organoleptic properties, production methods and ingredients;
- support UK fruit growers, especially those growing vintage cider fruit and perry pears in traditional standard orchards and thus helping to maintain unique and diverse orchard ecosystems;
- encourage producers to develop their own unique production criteria;
- perpetuate and nurture the craft, culture and traditions of cider and perry.

OBJECTIVES:

- declare ingredients and prove traceability to the consumer;
- declare standards and methods of production to the consumer;
- ensure producers are fulfilling legal requirements;
- ensure transparency of production, ingredients and labelling.

THE PRODUCER'S CHARTER:

The mechanism by which the Guild is governed is based on a declaration "The Producer's Charter", by which the producer declares specific product(s) that have been produced in accordance with the Charter.

The Charter will govern specific products. Should a producer wish to nominate their entire production then one declaration listing all products will suffice, otherwise one signed declaration per product is required. (Annex 1)

The NACM Code of Practice and HM Customs and Excise Notice 162 are the basis for cider and perry production, however The Producer's Charter establishes criteria beyond these and all other pertaining legislation.

1. All cider or perry to be fermented from fresh pressed apple or pear juice only.
2. All apples and pears must be from UK orchards.
3. All products produced under the Charter must carry full quantitative label declaration of ingredients. Ingredients to be listed in descending order of weight (as % of total "as for sale" weight). (Annex 2).
4. The minimum juice content of finished (as for sale) cider or perry is 85%w/v.
5. The maximum combined total of all other ingredients to be no more than 15%w/v of finished (as for sale) cider or perry.
6. The following annex lists eight (a-h) amendments to additives, processing aids and practices; detailing usage, which should be for, product safety, prevention of spoilage or legislative purposes. In all cases usage must be within current legal limits, addition should be justified within an individual producer's quality assurance scheme, must be declared on the label and not exceed the combined total for all "other" ingredients of 15%w/v of the finished (as for sale) cider or perry.
 - a) Dilution: Potable Water may only be used to dilute post fermentation.
 - b) Sweetening: only cane sucrose and/or beet sucrose and/or apple concentrate and/or pear concentrate can be used to sweeten the final product and all adjustments must be post fermentation.
 - c) Acidity Adjustment: Malic Acid can be used to adjust acidity at any stage.
 - d) Preservative: Only Sulphur Dioxide or its salts can be used.
 - e) No artificial colourings.
 - f) No artificial flavourings.
 - g) No artificial sweeteners unless Special Dispensation is obtained for a product especially suitable for diabetics and this must be promoted on the label. The producer will have to justify and must not assume automatic dispensation.
 - h) Chaptalisation with cane or beet sucrose sources or concentrate made entirely from UK grown fruit, could be allowed in years of low sugar level in fruit, due to adverse growing conditions. The maximum permitted addition limited to production of a fermented juice of 6.5% alcohol by volume. Special Dispensation must be obtained by the producer who will have to justify and must not assume automatic dispensation.
7. A paper audit trail from fruit source, through the entire production process, detailing aids and additives must be kept for each batch produced.
8. All producers must have a unique and robust HACCP system and Quality Assurance scheme for their own production.
9. All pertaining legislation must be satisfied, including but not limited to, Customs and Excise, NACM Code of Practice, Trading Standards, Environmental Health and Food and Drink Law.

The Charter thus sets new minimum standards, but also encourages individual producers to progress, within the aims, objectives and spirit of the Charter, and in respect of their own unique products, thus encouraging and allowing scope for innovation.

ELIGIBILITY and ADMINISTRATION:

- The Guild of Craft Cider and Perry Producers will be composed of all fully signed up and paid up Producers with Chartered Products and The Guild will administer The Producers Charter and granting of any "Special Dispensation".
- The fulfilment of the Charter will be based on self assessment with full availability of all supporting documentation for any party who has a bone fide reason to scrutinise such documentation.
- Every producer will sign a declaration of fulfilment of the Charter for each product or entire production if so declared. The producer is responsible for fulfilment of The Producers Charter, not The Guild. (Annex 3)
- Only certified products can use the Guild's logo. (see logo Annex 3)
- The Charter is awarded annually when accompanied by signed declaration(s) accompanied by the full fee of £20/product or £50/entire production.
- The Charter will be reviewed annually to embrace new legislation and any additions and/or subtractions made that would enhance the Charter.

MONITORING:

- Any producer and/or products falling below Charter standards will be requested and help offered, to solve problems anonymously.
- Sub standard products must be withdrawn from sale. Such products can be sent for testing.
- All products can be subject to random testing.

FAILURE TO COMPLY:

- Should a Charter holder fall below Charter standards and after one invitation to maintain standards, fail again, then the Charter will be rescinded.

PROMOTION:

- The Guild logo should be used on all certified products.
- Only a producer who has their entire production certified can use The Guild logo on other promotional material.
- Guild producers and products would be recognised for their "nothing to hide" approach and this would be emphasized and promoted by the producer.
- The Guild would undertake to promote The Charter to the consumer, the trade and within the cider and perry industry.

Annex One:

THE PRODUCER'S CHARTER ASSESSEMENT CRITERIA.

(please complete one assessement sheet per product)

No. Criteria:

Please complete:

(inserting all necessary detail)

1 Product:

Producer Name:

Address:

Tel:

Producer Representative:

2 HACCP

Critical CP (include copy)

Quality CP (include copy)

3 Quality Assurance

Producer's Unique (include copy)

4 Production Audit:

Fruit Sources

Dilution

Sweetening

Acidity Adjustment

Dispensation for Chaptalisation

Processing Practices

Additives

Processing Aids

(include any other details)

5 Labelling

Label

6 Sampling

Producer agrees to sampling of
any / all products

7 Testing

Producer agrees to testing of
any / all products

8 Compliance-Please sign where relevant
and add any others.

NACM Code of Practice

Trading Standards

Environmental Health

PGI

9 Sign:

Date:

Annex Two:

THE PRODUCER'S CHARTER LABELLING GUIDELINES.

The Producer's Charter builds on all existing legislative food labelling requirements, to provide increased transparency and traceability.

A "nothing to hide" approach coupled with clarity and ease of comparison with similar products are the key aims.

Hence labelling of all products produced under the Charter is founded on quantitative label declaration for alcoholic drinks above 1.2% ABV and below 8.5% ABV.

- "Ingredient" means any substance, including any additive and any constituent of a compound ingredient, which is used in the preparation of a food and which is still present in the finished product, even if in altered form, and a "compound ingredient" shall be composed of two or more such substances.
- **All ingredients must be listed in descending order of weight** (as if expressed as a % of the total weight of the finished "as for sale" product. The actual % is NOT required).
- For the purposes of this Charter one litre of cider or perry weighs one kilogram.

Terminology:

1. Common "**Ingredients**": (to enable the consumer to make like for like comparisons).
 - For juice content use "**juice**" and add type of (perry, cider, varietal) juice if required.
 - For potable water use "**water**"
 - For concentrate use "**apple (or pear) concentrate**"
 - For cane or beet sucrose sources use "**sugar**"
 - For sodium or potassium metabisulphite and their salts use "**sulphites**"
 - For malic acid use "**malic acid**"
2. Special dispensations:
 - If special dispensation for chaptalisation has been obtained then "**fermented with added sugar**" must be declared on the label.
 - If special dispensation has been obtained for use of artificial sweetener, then individual sweeteners used must be named and "**suitable for diabetics**" must appear on the label.
3. Encouraged Practices:
 - Encourage PGI certified producers to declare certification.
 - Encourage producer's individual recommendation re. Safe Drinking to embrace National Alcohol Harm Reduction Strategy.
 - Encourage declaration as "suitable for vegans" if product is suitable.
 - Encourage "storage" information
 - Encourage "once opened" instructions

Annex Three:

THE GUILD OF CRAFT CIDER and PERRY PRODUCERS

LOGO (tba)

Certifies that the following product(s) have been produced in accordance with The Guild of Craft Cider and Perry Producer's Charter:

PRODUCTS:

The producer hereunder promises to produce and promote cider and perry in accordance with the Charter.

PRODUCER:

ADDRESS:

Signed:

Valid from: _____ to _____ .