

## Media Release

10 November 2020

### **From branch to glass: A new education guide to grow Australian craft cider exports**

The Australian craft cider industry<sup>1</sup> has launched The Australian Cider Guide, as part of a \$500,000 investment to market craft cider overseas.

Supported by the Australian Government's \$50 million Export and Regional Wine Support Package (the \$50m Package), the guide will educate consumers and drinks trade professionals on the flavours, styles, varieties and regions that make Australian craft cider unique.

Authored by wine and drinks journalist Max Allen, the Australian Cider Guide is available in English, Simplified Chinese and Japanese versions, as part of a broader marketing strategy to target key export markets.

Minister for Agriculture, David Littleproud said The Australian Cider Guide is all about opening our craft cider door to the world and educating consumers about what makes our cider great

"Our locally grown apples and pears are the starting point for all the varieties of Aussie cider. The craft ciders produced here are a superior drop and are recognised as such around the world," Minister Littleproud said.

Cider Australia President and craft cider producer Sam Reid said, 'The guide brings Australian craft cider to life by capturing its rich history, characters and techniques used to transform 100% Australian grown fruit into a wonderfully diverse collection of ciders.

Australian craft cider is as diverse as our landscapes and the guide explains the different styles of cider and how best to enjoy them in an uncomplicated and yet visually spectacular way', said Mr Reid.

As part of the \$50m Package, Cider Australia has partnered with Wine Australia to develop resources and deliver capability training for cider exporters. Along with other initiatives delivered as part of the Government's \$50m investment, including the '100% Australian Grown' trust mark, a brand proposition, a go-to-market strategy (GTM) and export market guides for key markets, the Australian Cider Guide is expected to play a pivotal role in communicating the story of Australian craft cider overseas.

Wine Australia Chief Executive Officer Andreas Clark said, 'With the Australian Government's \$500,000 Cider program nearing completion, we're pleased that cider producers have a full suite of export market data, brand and GTM collateral, and other tools to implement changes to their export strategies.

We're confident that the new education guide will help producers to promote the Australian craft cider story to key markets and drive exports.'

The Australian Education Guide can be downloaded [here](#).

More information about Australian craft cider export initiatives is available at <http://www.cideraustralia.org.au>

To order a media kit with a copy of the Australian Cider guide and Australian cider samples, please email [office@cideraustralia.org.au](mailto:office@cideraustralia.org.au)

1. 'Australian craft cider' is cider produced in Australia using 100% Australian grown fruit.