



**Iª MUESTRA INTERNACIONAL DE LA SIDRA DE CALIDAD**

**FIRST INTERNATIONAL EXHIBITION OF QUALITY CIDER**

3, 4 5 y 6 de Mayo de 2007  
Gijón (Asturias)  
ESPAÑA

## **Closing of the first International Exhibition of Quality Cider**

### **A RESOUNDING SUCCESS**

- **SICER gathered in Gijon approximately 70 producers and over 300 types of cider**

**The quality ciders from eleven countries, made by 68 producers, were for the first time available for tasting during Sicer 2007, the International Cider Exhibition which was held in Gijon (Spain) between 3 and 6 May.**

The fair, the first of its kind in the world, was inaugurated by the president of the Principality of Asturias, Vicente Álvarez Areces, who thanked the participants for their trust in Asturias by supporting this first event, and underlined the key role of cider in the agricultural-food sector of the Principality. The inauguration was attended by the Mayor of Gijon, Paz Fernández Felgueroso, who announced the creation of an urban cider route to boost consumption of this drink, and the commissioner of the Exhibition, Carlos Delgado, who, on his own behalf and that of Ivan González de la Plata – Director of SICER- expressed his gratitude for the presence of the authorities, participants, journalists, buyers and professionals of the sector and lovers of good cider.

SICER has represented an exceptional opportunity to taste over 300 different types of cider from Spain—with a strong representation of Asturian ciders -, France, United Kingdom, Germany, Switzerland, Austria, Italy, Mexico, Canada, United States and Japan. The complex diversity of a traditional drink, which offers such different types as natural ciders, sweet or dry, ice ciders or those made using the Champagne method ... Discovering this wide variety, comparing ciders made throughout the world were just some of the experiences made possible by SICER, which is now a world reference in quality cider, and scheduled to be held every two years in the city of Gijon.

For producers, the International Cider Exhibition has been the best platform for exchanging ideas, opinions and reflections between peers concerning the cultivation, production and commercialisation of cider. Experts and investigators from around the world contributed their analyses, diagnoses and alternatives at the round tables and debates, which focused on topics such as the raw material, production techniques, quality and commercialization.

In the guided tasting sessions, professionals and amateurs were able to taste and compare different types of cider, and in the Taste Laboratories, attended by prestigious Asturian professionals they were able to explore the gastronomic potential of cider. The debating, tasting rooms and laboratories were enormously successful and were unable to meet the strong demand.

SICER received over 6,000 visits and was also attended by specialised journalists from Spain, Germany, France, Italy, United Kingdom, Belgium, Finland, Denmark, Holland, Czech Republic, Canada, United States ... and buyers from countries such as Belgium, Denmark, Finland and Japan. They were all able to study the numerous varieties of cider on display at the stands and were also present at the lunches and dinners organised by the Exhibition in cider houses and presses in Gijon.

SICER, therefore, has achieved all its objectives and the success of this first event will enable it to continue. This was announced by Carlos Delgado, the commissioner of the Exhibition, at the closing session. "Quality cider will now be present in Gijon every two years. SICER has created a world benchmark which will bring producers out of isolation". This opinion is shared by the international participants present at this first exhibition, who have already expressed their intention to return to SICER. It will be held in Gijon, in 2009.

**Further details:** [www.sicerplanet.com](http://www.sicerplanet.com) Photos: [www.sicerplanet/fotos.com](http://www.sicerplanet/fotos.com)