



1ª MUESTRA INTERNACIONAL DE LA SIDRA DE CALIDAD

FIRST INTERNATIONAL EXHIBITION OF QUALITY CIDER

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

A SPLENDID PLATFORM FOR THE FINEST CIDERS IN THE WORLD

The finest ciders in the world now have a new platform for their advertising and promotion: SICER, the First International Exhibition of Quality Cider, which is to be held in (Asturias, Spain) next 3, 4, 5 and 6 May 2007.

SICER will bring together the producers from the main producing areas of the world. Spain will be represented by all the various types of Asturian ciders, basically those with the Denomination of Origin "Sidra de Asturias"; the Basque Country will be present with their natural ciders of the valleys of Guipúzcoa and Biscay; and the ciders of Navarra, Galicia and Cantabria will also be represented. From France, the ciders of Brittany and Normandy; from United States, the "hard ciders"; from Germany, the ciders produced in the area surrounding Frankfurt, next to the Main; from the United Kingdom, those from the counties of Somerset, Devon, Gloucestershire and Herefordshire; from Italy, the ciders of Piamonte, Aosta Valley, Lombardy; from Japan, etc.

Canada will be present at SICER with a unique offering: iced ciders, sweet and slightly acid, in which the concentration of sugar prior to the fermentation is a result of the intense cold of the region of Quebec. In Gijon, some of the major producers of these ciders will be present, such as La Face Cachée de la Pomme, la Cidrerie du Minot, Cidrerie Michel Jodoin, Leduc-Piedimonte and Cidrerie Domaine Pinnacle.

In all, some 60 producers from the above countries are expected to attend with almost 300 types of cider, amongst them some as important as those produced by The Somerset Cider Brandy Company, from the United Kingdom; SARL Domaine Familial Louis Dupont, del Pays d'Auge; Eric Bordelet, from Normandy; Cidre Melenig, from AOC Cornouaille in Brittany; Ökologischer Obsthof am Steinberg and Manufaktur Jörg Geiger, both from Germany; Mosterei Möhl AG, Weinkellerei Paul Gasser and Mosterei Kobelt from Switzerland...

For the producers from these countries, SICER represents an exceptional opportunity to present their products to the most important buyers and representatives of the national and international press, present at the Exhibition. At the same time, SICER enables lovers of this drink to know and taste a product which, given its excessively local consumption and poor distribution, is not always easy to obtain.

SICER will offer the possibility of trying the finest ciders in the world in an appropriate setting so as to boost its image as a quality product. And in addition, SICER will contribute to the international projection of cider, thanks to the repercussions in the most renowned international media of countries such as France, United Kingdom, Switzerland, Germany, Sweden, Italy, United States, Japan and Canada.

SICER, The First International Exhibition of Quality Cider, will take place at the Palacio de Exposiciones in the Exhibition Area of Gijon, a pavilion of over 4,000 square metres equipped with all the technical requisites necessary to ensure the success of this event. The exhibition area of the Palacio will accommodate the international producers and various bodies and institutions connected with the world of cider. There will also be a Tasting Area to try various gastronomic specialities in company. Guided tasting sessions, debates and speeches on the technical aspects of cultivating and producing cider are also included in the Exhibition.

And those visiting SICER will also have the opportunity of enjoying the hospitality and many places of interest in Gijon, one of the liveliest cities in Asturias, bordered by long beaches and spectacular landscapes. The old quarter, declared an Artistic Historical Centre, quaint districts such as Cimadevilla, with its winding narrow streets and numerous cider houses, are just part of the charm of the capital of Asturias.

For further details:

www.sicerplanet.com