

DISCOVER CIDER

Having witnessed consumers' thirst for flavourful cider in recent months, dozens of cider producers are banding together to launch **DISCOVER CIDER**. We wanted to give you advance warning of this Campaign, and to see if you would like to help us make waves.

BACKGROUND

Just as with many other sectors, the spring and summer of 2020 will go down in history as a time of unprecedented challenge for cider makers. However, out of adversity comes the will and the drive to make a positive change for the cider industry.

The **DISCOVER CIDER** campaign will showcase to the drinks trade, policy makers, members of the media and consumers, just how versatile, special and diverse cider can be. We will invite them in and we will inspire them to start their own journey.

DISCOVER CIDER.

OBJECTIVE

To change the image of cider in the eyes of UK consumers, media and trade through the sharing of positive stories about cider, and inviting consumers to join in the cider revival themselves, whether through purchase, cidery visits or orchard walks



What?

While the cider world is already well connected, this is a **Call to Action** to gain the interest, awareness and engagement of key stakeholders sitting outside the 'cider bubble', namely:

- Key members of the drinks and hospitality trade
- Within drinks & hospitality: trade, print & broadcast media; social media influencers
- Outside the drinks sphere: regional media, features and lifestyle, print, digital, broadcast and social,
- Pre-existing cider drinkers who want to know more
- People who do not currently drink cider
- Policy makers and regional representatives responsible for championing regional and local products and producers
- Tourism bodies and travel media

How?

- Share positive, engaging cider stories under one collective banner - **Discover Cider**
- Supported by a centralised website, social media handles, focussed PR and marketing campaign.
- Signpost Tasting Events, Harvest Events and Visiting Opportunities
- Consumer competitions with diverse cases of Cider as prizes
- Cider producers & Partners to host selected media, gatekeepers & influencers in Harvest
- Highlight evergreen themes such as Cider & Food Matching; Cider Not Just For Summer; Cider & the Community

What will it look like?

- Starting in 3rd week of August, a 12-week campaign of sustained activity
- Feature stories, videos and blogs told through the central platforms:
 - www.discovercider.com
 - Instagram: @discovercider
 - Twitter: @discovercider
 - Facebook: @discovercider
- Consumers & campaign partners to share positive cider stories under **#DiscoverCider**
- Website to host Events Diary; Social Media to amplify Partner events

THEMES OF DISCOVER CIDER

There are three central themes to the campaign:

1. Discover: There's a Cider for Everyone

- The amazing diversity of styles, flavours and presentation
- The diverse range of different occasions to enjoy cider

2. Discover: People at the Core of Cider

- Cider brings communities together, from growers to makers to drinkers
- From hobbyists to long-time producers, orchardists to sommeliers, cider is made, and consumed, by a wide range of people

3. Discover: Cider is Green

- Cider makes a vital positive landscape contribution through orchards
- The cider making process is inherently lower in energy use than other drinks
- Cider is a highly sustainable drink, supporting the communities and economies of rural regions, as well as the landscape

CALL TO ACTION - PLEASE HELP DISCOVER CIDER!!

We want **YOU** to join the Discover Cider campaign. As a long-time champion of, and advocate about, cider, we would like to invite you and your organisation to become a partner of this campaign. What might this entail?

- Sharing the campaign through your own channels, including social media
- Thinking of your audience, working with us to share with them the unrivalled opportunities
- Writing an article for www.discovercider.com – from your perspective, why do we need Discover Cider?
- Are there activities in your own schedule we could share under the Discover Cider banner?
- Could you run a competition for a Discover Cider case of cider & perry?
- Letting us know of key people and influencers in your sphere you would like us to keep informed, or to reach out to - or to invite to a harvest-related event.

But mainly, we'd love a discussion with you about your input and what way we could work best with you.

If you have any questions, please contact Campaign Manager, Gabe Cook, on 07393 210 311 or at gabe@theciderologist.com! Look forward to hearing from you.