

## Local producer Red Bank Cider was proudly flying the flag on Lancashire Day 2018, at Westminster Palace.

Red Bank Cider was one of several fine food and drink businesses from Lancashire, invited by **Marketing Lancashire** to promote their produce in the House of Commons as part of their **Taste Lancashire** campaign on the run up to Christmas!



On the way to Westminster Palace - Red Bank Cider Manager - Lee Thorne

Lancashire Day marks the day in 1295, when the first elected representatives from Lancashire were called to Westminster by King Edward I, to form the 'model' parliament. This year, Lancashire Day on 27 November was celebrated at the Palace of Westminster, with a Lancashire showcase **hosted by Pendle MP Andrew Stephenson** – to promote Lancashire as a top destination - for food lovers, tourism and business opportunities

Founding Manager of Red Bank Cider - Lee Thorne was delighted to receive a warm welcome. "With all that's going on, I knew they'd be ready for a taste of our cider and I think they loved it!"

"Great perry" commented MP for North Herefordshire - Bill Wiggin who admitted knowing a thing or two about real cider!

Visitor comments were plentiful including "Fantastic Ciders" from Stephen Hepburn MP for Jarrow. "Summer Fruits – lovely...Pear & Elderflower – GORGEOUS!" Commented Deirdre Brock - MP for Edinburgh North.



During the day, Lee, a former pupil at Haslingden High School and a science buff since his school days, was delighted to meet TV presenter Johnny Ball, President of the "Lancastrians in London". It was great to learn, having grown up in Bolton, Johnny is a keen supporter of all things Lancashire. "Lovely" he commented whilst he enjoyed a taste of Lancashire Cider!

## **Craft cider is a refreshing alternative to high ABV wine, but now under threat of extinction!**

During Lancashire Day, Lee had opportunity to discuss the new 6.9%-7.5% “Still” Cider Duty with **Chief Treasury Secretary - Rt Hon Elizabeth Truss**.

“Autumn Orchard Cider is one of Red Bank’s traditional English craft ciders; it’s a CAMRA Award Winner, but it’s come under threat of extinction following the 2018 Budget targeting high ABV ‘white’ ciders” Lee added “ We believe reducing the quality of the UK’s world class traditional cider is like asking a French Wine Producer to water down their Burgundy”

### **The quality of English real cider is world renowned!**

Scottish MP for Dundee - Chris Law commented a **“wonderful range of delicious natural ciders”** and was unhappy to hear about the UK Treasury suggestion to simply “reformulate” British cider. He agreed, reducing the quality of real craft cider is outrageous – like telling Scottish distilleries to water down their Malt Whiskey!

### **Hope from the top!**

Encouragingly, interest was shown from Chief Treasury Secretary Liz Truss and several other MPs in the benefits of increasing the small producer’s relief scheme from 7K to 30K Litres - to help small producers grow, encourage UK Plc exports, whilst potentially increasing employee and business revenue to the Treasury by £12m per year!

### **A Lancashire Showcase at Christmas time!**



**Chief Treasury Secretary - Rt Hon Elizabeth Truss pictured enjoying a taste of vintage Autumn Orchard 7.4%**

As the Christmas festivities approach, Lancashire Day 2018 was a great day for the fine producers of Lancashire from *the original Northern Powerhouse*.



“It was a perfect time for us to showcase our range of craft cider Christmas gifts and real cider boxes! Also at this busy time, as more online buyers are at risk of counterfeit products with health risks or tax evading fakes, we find our customers are reassured to know their cider is natural and authentic!”

Bolton West MP Chris Green pictured with Lee Thorne showcasing a Red Bank Cider “Crafted in Bolton” cider GIFT SET ideal for Xmas!

**Bolton West MP - Chris Green is a keen supporter of local**

**businesses. “With support of local MP’s like Chris, at Westminster it’s reassuring to know the Government is listening and seen the quality produce we produce, and hopefully keen to encourage craft businesses like Red Bank Cider to grow, helping UK Plc to thrive!”**

*Real cider – Crafted - Never brewed*

[www.redbankcider.co.uk](http://www.redbankcider.co.uk) – for gifts and online ordering

Facebook: <https://www.facebook.com/RedBankCider>

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