

Ross on Wye Cider & Perry Co. Ltd. Present

## RAISON D'ÊTRE 2019

**NEW:** 2019 Raison d'Être – 7.9% – £27+VAT 6x75cl (£4.50+VAT per bottle)  
8.2% - £85+VAT 20L Keykeg

*Raison d'Être is the quintessential expression of cidermaking on our farm. Our philosophy in a single cider: clean, ripe, bittersweet apples wild fermented in oak casks, matured patiently and quietly, and bottle conditioned. This is a cider with drinkability, complexity, and identity, that takes you on a journey from the first sip to the last, with the flavours evolving and developing across the palate. This cider is the result of two years of care and attention, and tells you the story of our home – a story of fruit, tannins, and time.*



On our farm we are growing more than one hundred varieties of apples, and it is our philosophy to where possible, press, ferment and bottle all of those varieties individually. Each apple has a stunningly unique flavour and our mission is to share that joyful variation with our drinkers. This means every year we will end up bottling around eighty different ciders. When you produce so many, it could be easy to lose track of a favourite. But not with us.

There is one cider in our range that we produce annually, that captures the very essence of what makes 'Ross Cider' Ross Cider. Raison d'Être. This is the fourth vintage of this cider, though in truth it is a cider we have been producing for almost as long as we have had the orchards. Out of our enormous range of bottled and

draught ciders, Raison d'Être is the blend that we most adore and the one we feel best champions our philosophy as cidermakers.

However the story of *Raison d'Être* as a drink began September 2018. At that year's Cider Festival we launched the 'Raison d'Être 2016' vintage, as a statement of intent for where Ross Cider was going. A 750ml bottle of bone dry, bottle conditioned, pure juice, barrel fermented cider.

With that first vintage finding so many adoring drinkers in the UK and beyond, our attitude to the pressing season changed. Our method of cidermaking has always been about pressing the fruit at its best and not worrying about where it goes; we are content to let each cider ferment in its own direction and enjoy the annual vintage variation.

Raison is the same, but different. With this cider, we want to give ourselves options. It helps that Raison has three key principles that are the same every year.

- 1) It can only be made from Dabinett & Michelin.
- 2) At least some of the cider should be fermented in barrel.
- 3) It is a two year cycle from production to release.

So to make the best Raison we can, we over-produce our Dabinett & Michelin. The 2019 bottling of Raison is a combination of eighteen different fermentations that we carefully selected, leaving behind about that number again that weren't chosen to make the final cider. We are confident that this is the very best Raison d'Être 2019 that could have been made. We are so in love with the outcome of this cider.

53% neutral fermented Dabinett, 28% barrel fermented Dabinett, 19% barrel fermented Michelin. Pressed across several weeks between November 12<sup>th</sup> 2019 and December 6<sup>th</sup> 2020. Bottled and kegged over the course of a week in March 2021.

The keg batch is slightly higher ABV due to more priming sugar for conditioning.



ALC. 7.9% VOL. • 750ml ENJOY RESPONSIBLY  
PRESSED SEASON 2019 | BOTTLED APRIL 2021



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2019 R D'Ê

Ingredients: Fermented Dabinett & Michelin apple juice, trace sulphites  
Ross on Wye Cider and Perry Co. Ltd.  
Broome Farm, Herefordshire, HR9 6QG, UK

