

Ross on Wye Cider & Perry Co. Ltd. Present

## RAISON D'ÊTRE 2021

**2021 Raison d'Être – 8.4% – £28.50+VAT 6x75cl (£4.75+VAT per bottle)  
£85+VAT 20L Keykeg - £115+VAT 30L 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.*



Raison d'Être 2021: 25% neutral fermented Dabinett, 50% barrel fermented Dabinett, 25% barrel fermented Bisquet. Pressed across several weeks between November 2<sup>nd</sup> and November 26<sup>th</sup> 2021. Bottled and kegged over the course of a week between June 29<sup>th</sup> and July 6<sup>th</sup>.

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 sixth 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 cidemakers.

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 & Bisquet.
- 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 & Bisquet. The 2021 bottling of Raison is a combination of sixteen 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 blend of Raison d'Être 2021 that could have been made. We are so in love with the outcome of this cider.

ROSS-ON-WYE CIDER & PERRY COMPANY  
Broome Farm, Ross-on-Wye, Herefordshire, HR9 6QG

**2021**  
**RAISON D'ÊTRE**  
Natural Cider

Dabinett & Bisquet apples  
Oak cask fermentation  
Conditioned in the bottle  
Alc. 8.4% Vol.

BOTTLE NO. \_\_\_\_\_

OF 2660

## RAISON D'ÊTRE

Raison d'Être - our reason for being - is the quintessential expression of cidermaking on Broome Farm. Our philosophy in a single cider: clean, ripe, bittersweet apples wild fermented in oak casks, matured patiently and quietly, and bottle conditioned. A cider in harmony; full of complexity, and which showcases our identity and our passion.

2021

PRODUCED BY ROSS-ON-WYE CIDER & PERRY COMPANY  
Whole juice • Naturally fermented • Suitable for vegans  
Gluten free • Unsprayed orchards

Ingredients: Fermented cider apples, trace sulphites



750ml • 6.3 UK UNITS • ALC. 8.4% VOL. • ENJOY RESPONSIBLY