CANADIAN CIDER EXPORT EXPORTATION CIDRE CANADIEN

TAKE CANADIAN CIDER TO THE UK

2027 UK Export & Trade Development Opportunity



CIDER CANADA / CIDRE CANADA

Canadian cider producers are invited to explore a coordinated UK trade mission. Whether you already export or are assessing the opportunity, we would like to hear from you. **Members and non-members are welcome.**

PROPOSED SCHEDULE

May 15–16
Travel and arrival in London

May 17–18
London Wine Fair — Canadian cider stand, product tastings, possible masterclass, producer presentations, importer meetings

May 19
Herefordshire — visits to Oliver's and Little Pomona

May 20
Bristol — regional trade tasting and buyer outreach

May 21
Somerset — cider producers and sector discussions

May 22–25
Additional trade meetings and return travel

Shorter London-only attendance is also being explored.

LONDON WINE FAIR OPPORTUNITIES

- Shared Canadian cider presence in the fine-cider area.
- Two core group days: **May 17–18, 2027** (fair runs May 17–19).
- Possible Canadian cider masterclass featuring up to 6 products and about 24 trade seats.
- Possible short producer presentations in the cider area.
- Evening importer seminar on entering the UK market.
- Potential participation in The Buyer evening event, subject to confirmation.

WESTBURY + GABE COOK SUPPORT

- Targeted outreach to about 20 prospective importers/distributors.
- Wine Merchant roundtable with 5–6 merchants.
- Distribution workshop and trade press/publicity support.
- Bristol trade tasting and follow-up buyer development.
- Programme development and UK market guidance from Gabe Cook (The Ciderologist).
- Regional cider-sector visits and industry introductions.

These elements are proposed and subject to final booking and participation.

ILLUSTRATIVE COSTS (CAD)

Full itinerary estimate:	approx. $14,962 per person BEFORE support
Estimated participant share:	approx. $7,481 after modelled 50% support

Assumes 10 participants; final costs and eligibility to be confirmed.

FUNDING SUPPORT

- Additional AgriMarketing SME funding may reduce eligible producer costs through a separate approved application.
- Up to 70% of eligible costs; total government-assistance cap of 85%; no duplicate claims.
- Support is not guaranteed.

IF MAY DOES NOT WORK

We are also assessing a shorter visit or a different trade programme in late 2027 or early 2028.

INTERESTED? CONTACT info@cidercanada.ca

Tell us your cidery, preferred timing and whether you would travel.
No commitment is required to inquire.