

# News Release



## Local Cider Man Brings Taste of Merry England to German Market!

Local cider maker Allen Hogan of Hogan's Cider is set to bring the seasonal delight of spiced apple cider to a massive audience when he takes his draught and bottled beverages to Birmingham's Frankfurt Christmas Market and Craft Fair on Thursday 19 November.

The award-winning independent cider maker based in Haselor, near Alcester is heading off for the bright lights of Brum with one of the regions best known drinks to offer festive cheer to the millions of visitors who are expected to visit the city centre from now until to 23 December 2009.

The festive market now in its fifth year has become the cornerstone of Birmingham's Christmas celebrations and is set to draw in crowds of over two million during the next few weeks. Set in Victoria Square and surrounding

locale, this annual feature now boasts being largest Christmas market in the country.

As well as selling cider by draught and bottle, Allen Hogan will also be offering up to 5,000 litres of hot mulled cider from his stall at the Craft Fair in Centenary Square just across from the Frankfurt Christmas Market. The special recipe which includes a festive blend of fruit and spices will be served as an alternative to the ubiquitous German mulled wine or Gluhwein.

Allen Hogan said "This is the first year that Hogan's Cider has been invited to take part in the festivities so I am delighted that we have the opportunity to trade in Birmingham city centre in the run-up to Christmas. The two markets are going to generate an incredible atmosphere and a unique shopping experience."

Hogan's premium ciders and perry are made from the juice of fresh-pressed fruit grown in Herefordshire, Worcestershire, Gloucestershire and Warwickshire. Fermented slowly during cold winter months, in early spring a period of maturation takes place prior to skilled blending for bottle or draught.

Passionate about the process of creating cider, Hogan's approach is driven by a desire to produce one of few native drinks of the British Isles following a time-honoured method that uses only English pressed fruit and very little else.

The business launched four years ago when cider enthusiast Allen turned his twenty year hobby into a full-time enterprise. What started out with a stall at local farmers' markets, rapidly turned into an around-the-clock business venture with Hogan's bottled cider and draught now being supplied to a number of farm shops, pubs and restaurants in the region.

Since launching the business in 2005, Hogan's Ciders has won numerous awards including a first at the prestigious Three Counties Cider and Perry

Competition. Hogan's dry and medium bottled cider is available in all of Waitrose and most Tesco stores in the Midlands.

Birmingham's Frankfurt Christmas Market & Craft Fair is open 10am – 9pm from Thursday 19 November until Wednesday 23 December 2009. For more information call Allen Hogan on 01789 488433 or visit [www.hoganscider.co.uk](http://www.hoganscider.co.uk).

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