

New cider/perry marketing standard

European Commission
DG Agriculture and Rural Development
Unit E2 – Wine, spirits and horticultural products

Why a marketing standard for cider and perry?

Issue: currently no EU definition of 'cider' and 'perry'. Such terms cover products with different characteristics.

Consequence: unfair competition between producers + lack of clear information for consumers.

Solution: marketing standard to establish minimum harmonization at EU level

Studies – public consultation

April 2020 - External study: Evaluation of marketing standards contained in the CMO regulation, 'Breakfast Directives' and CMO secondary legislation

October 2020 – Commission staff working document: Evaluation of marketing standards (contained in the CMO Regulation, the 'Breakfast Directives' and CMO secondary legislation)

June- August 2021: Open public consultation

Impact assessment

Analysis of the likely impact of 3 options:

- *economic*
- *SMEs and competitiveness*
- *social*
- *environmental*
- *simplification / administrative burden*

Option I

Optional Reserved Terms

- **Made from pure fresh juice**
- **Farmhouse**
- **Craft**
- **Natural effervescence**
- **Dry**
- **Semi-dry**
- **Sweet**

=> compatibility with existing national rules

Option II

- *ORTs under Option I*
- *prohibition to add ethanol to cider*
- *No fixing of minimum percentage of apple juice*

=> compatibility with existing national rules

Option III

- *ORTs under Option I*
- *Prohibition to add ethanol to cider*
- *Made from at least 50% apple juice*

=> Greater benefit for producers of traditional cider and for consumers

Lower compatibility with existing national rules

Next steps

- *Report from the Commission to the European Parliament and the Council*
- *Draft Regulation adding cider to the list of sectors covered by marketing standards (Art 75(6) R 1308)*
- *Draft Regulation specifying the marketing standard for cider (Art 75(2) R 1308)*
- *Draft control rules.*

Thank you for your attention