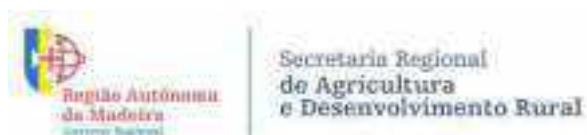




International Natural
Cider Competition
Madeira '23

Elaborated and written by:



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Madeira,

of endemisms and exotisms.

Of the ecstatic cliffs and the arduous
agriculture.

Of the crystalline waters.

Of flowers, fruits of vibrant acidity, traditions
and customs.

Of Cider.

Madeira of festivities and Competitions.

In the word Madeira everything fits.

Country: Portugal

Capital: Funchal

Discovery: 1419

Official language: Portuguese

Populacional density: ~270 000

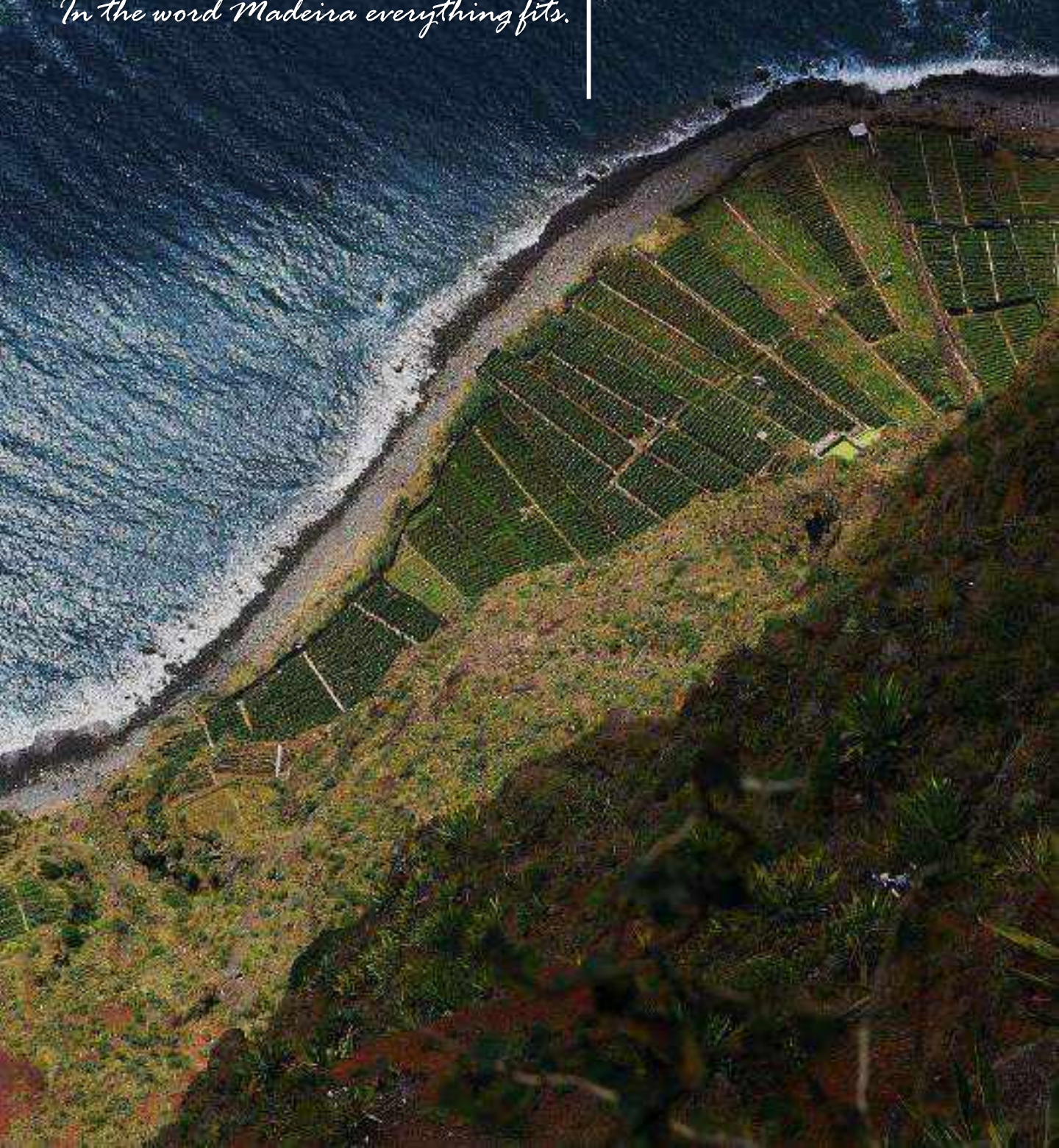
Geographiical coordinates: 32° 44' N 16°58' W

Highest point: Pico Ruivo (1861 metres)

Madeira Island total area: 740.7 km²

Currency: Euro (€)

Time zone: UTC





Welcome

to the 2nd Edition of Portugal's 1st professional Natural Cider tasting Competition

In 2023, The Regional Secretariat for Agriculture and Rural Development, through the Regional Directorate for Agriculture and Rural Development, conceives and organizes, on the south side of Madeira Island and for the second consecutive year, a professional competition which, using the proven skills of a meticulously selected group of experts, aims to **celebrate, value, promote, publicize and reward the production of Natural Cider** of any style and geographical origin.

The significant increase in market demand worldwide; the massive adhesion of new local producers to the regional network of cider mills, with direct effects on the increase in volume and diversification of the portfolio; the efforts undertaken by the Regional Government and shared with the Association of Cider Producers of the Autonomous Region of Madeira, in the recovery of apple/pear orchards, in the technological modernization of the manufacturing process and in the dissemination and commercialization of this centuries-old nectar; the history associated with this drink on the Island - with its origins in the settlement; the recognition, by the European Commission, of Madeira Cider as a Geographical Indication (1st national registration in the field of ciders); along with the interest and repercussion shown in the 1st edition of the Competition, justify the expansion of the scale of the event from European to International, positioning, from now on, Madeira as a center for valuing and sharing knowledge in the sector.

Synopsis

We believe in what we do. In the effulgence of our land and people in undertaking and embracing the world through exclusive and pioneering events.



Jury Panel

MULTIDISCIPLINARY
AND INDEPENDENTBLIND tastings, in
CONTROLLED
ENVIRONMENT
and of
RESTRICTED ACCESS

5 x 0,75L



or

11 x 0,33L



Only BOTTLED cider



MANDATORY Documents

- Analysis report.
- Certification, when applicable.
(se menção no ato de inscrição de
regime específico;
Eg. Organic).
- Company logo (if existent).

OPTIONAL Documents

- Product technical sheet.



Documents sent to:

agrosenselab.dra@madeira.gov.pt

ABCs OF THE INTERNATIONAL NATURAL CIDER COMPETITION



Location

MADEIRA ISLAND



EXCLUSIVELY

Cider made from
FRESH FRUITCider from ANY
GEOGRAPHICAL
ORIGINFREE REGISTRY
ONLINEShipping costs paid by
participant.

Registration opening:

February 1, 2023

Registration closing:

May 3, 2023

Samples must be received by:

May 15, 2023

Competition date:

June 3, 2023

Results announcement:

June 9, 2023

Public Award Ceremony:

To be announced

Terms & Conditions

1.1) With each new edition, the Organization may change the Terms and Conditions (*T&Cs*) contained in the Regulation without any prior notice.

1.2) All data from the samples submitted for tasting will remain in an internal, repository, strictly safeguarding the participant's confidentiality. Contents related to the awarded beverages will only be published on the official website of the Regional Secretariat for Agriculture and Rural Development (SRA) and/or other media under its tutelage or its partners.

1.3) The Organization may take any type of images and/or audiovisual content related to the event or the winning products, for subsequent promotion and publicity..

1.4) Any violation of the *T&Cs* will result in the disqualification of the participant.

1.5) The Organization may exclude or change decisions if it proves, through laboratory or documental analysis, that fraud, adulteration, contamination and/or false statements took place.

1.6) The Organization reserves the right to cancel the Competition, at any stage and in the event of occurrences of any nature over which it has no control or whenever the necessary conditions for the correct, rigorous and fair functioning of the event are no longer met.

1.7) The products submitted to the Competition become the property of the Organization.

1.8) The costs associated with sending the samples are imputed to the producer. The Organization is not responsible for any damage resulting from the transport of the product(s).

1.9) The competition is open, solely and exclusively, to all authorized producers/representatives (distributors, exporters, others) of bottled Natural Cider obtained from fresh apple or apple/pear juice, from any source and/or cultivated variety/form.



1.10) Only Natural Ciders and respective variants/types will be accepted (sweet natural cider; flavored natural cider; carbonated natural cider, sparkling natural cider, natural cider with low alcohol content and natural cider without alcohol), as defined in paragraph a) of the article 5, section I, Chapter II, of Regional Legislative Decree 7/2020/M. Any products obtained from concentrated apple and/or pear must will be irreversibly segregated and excluded. Ciders that do not comply with applicable EU legislation on hygiene, food safety and traceability will also be excluded. The Organization reserves the right to assess the pertinence of applications that do not comply with the above conditions, namely being able to accept inclusion in the Competition of innovations in the sector, provided that such action does not harm any of the participants or the normal functioning of the event and provided that the amendments to this Regulation are promptly communicated and made public.

1.11) Participation in the event is made official by completing and submitting the Registration Form available in digital format. In the event of any technical failures and/or doubts, please contact us directly:

dra@madeira.gov.pt

Admission to the Competition

2.1) The International Competition is aimed at **all producers/distributors and/or respective Natural Cider representatives, individually or collectively, regardless of geographical origin**, who want to see their effort, dedication, resilience and the quality of their products recognized.

2.2) Each producer may submit an **unlimited number** of samples to the Competition using a form created for this purpose:

<https://forms.office.com/r/qTJORWSvaC>

2.3) Ciders admitted to the Competition must, unsurpassably, be prepared according to the traditional method and comply with the requirements referred to in these Regulations and in point a), Article 5, Section I, Chapter II of Regional Legislative Decree 7/2020/M, of July 3.

2.4) The choice of samples for the Competition is the responsibility of each participant and must fully reflect the characteristics of the batch from which they come and/or which is on the market.

2.5) The samples submitted to the Competition must be presented in glass bottles, duly labeled, with a nominal volume of 33cL or 75cL. However, the registration of products packaged in containers of other capacities and/or materials does not determine their exclusion. In these cases, the Organization reserves the right to analyze and issue a favorable or unfavorable opinion on participation, as appropriate.

2.6) Samples containing additives, contaminants or other substances that may or may not pose a danger to human health are excluded from the Competition. If fraud, tampering or false statements are proven, either through laboratory analysis or documentation, the registration is automatically nullified.

2.7) Application to the Competition is prohibited to any and all producers or their legitimate representatives who do not comply with the provisions of Decree-Law No. 50/2013, of April 16, which establishes the regime for the provision, sale and consumption of beverages alcoholic drinks in public places and places open to the public, prohibiting the practice of these activities in relation to minors.

2.8) Ciders produced by members of the jury panel or by AgroSenseLab human resources directly involved in the organization of the day's tastings are not admitted.

Confirm that your Cider meets the following characteristics:

Min. alcohol content by volume, at 20°C, of 5%

(with the exception of sweet Natural Cider and low-alcohol Cider, where the quoted value can fluctuate between 1% vol. and 3% vol.. In the case of Natural Cider without alcohol, the acquired alcoholic strength by volume must be ≤ 1 %vol.).

1

Soluble dry residue ≥ 14 g/L

(must be ≥ 18 g/L in the case of sweet Natural Cider and sparkling Natural Cider).

2

Exclusive elaboration with fresh apples/pears

(regardless of the variety/form cultivated).

3

Total acidity (expressed in malic acid), minimum of 3g/L and maximum of 10g/L.

4

Color, aroma and flavor inherent to the nature of the raw material

(in the case of flavored Natural Cider, of the ingredients indicated on the respective label).

5





Registry

3

3.1) Registration in the International Natural Cider Competition| Madeira'23 should take place in the time frame between **February 1 and May 3, 2023**.

3.2) It is the participant's responsibility to ensure that entries are submitted to the Organization within the deadlines stated in 3.1).

3.3) Upon registration, and for each Cider proposed for professional tasting, at least 5 or 11 samples with a total volume capacity of 3.5 liters must be delivered, in 0.75L or 0.33L bottles, respectively, without prejudice to the exceptions presented in 2.5). Exceptionally, when Natural Ciders bottled in containers with different volume capacity are sent for tasting, the indicated total liter capacity (3.5L) must be ensured.

3.4) Cider producers or their authorized representatives must formalize their registration using the electronic form on the website: <https://forms.office.com/r/qTJORWSvaC>.

Cumulatively, must be made available:

- a) Analytical bulletin of each registered sample (mandatory).
- b) Company logo (mandatory, if existent).
- c) Certification, when applicable (eg: biological products; mandatory).
- d) Technical data sheet of candidate product(s) (optional).

The lack of the mandatory content detailed above determines the exclusion of participants,

(email for submission:

agrosenselab.dra@madeira.gov.pt.

subject: CISN 2023).





3.5) In view of the nullity of the registration, attributable to non-compliance with requirements, the candidate will receive, in the email provided in paragraph 8 of section 1 of the form, such indication and respective justification note.

3.5) Samples must arrive at the address indicated below, between 09:00 and 16:00, no later than May 15, 2023.

A/C Eng^a Zita Vasconcelos

LRVSA – Laboratório Regional de Veterinária e

Segurança Alimentar

Caminho das Quebradas de Baixo, 79 – São Martinho

9000-254 Funchal

Telephone: (+351) 291 706500

3.6) In the Registration Form, for each sample, in addition to the commercial name, the participant must provide information regarding: type of Cider; Country of origin; production zone; cultivated forms of apples and/or pears; production mode; volume produced; alcohol content (% vol.); volumetric capacity (cL or equivalent); year of harvest and bottling; and a mention referring, whenever applicable, to the existence of ageing. It should be noted that the “type” of Cider selected at the time of registration will determine the category to which the sample will belong at the time of the professional tasting. If the Organization determines that there is not enough evidence to fit the product into the declared typology, it reserves the right to cancel the registration or assign another category that it deems more convenient.

3.7) Entry to the Competition is free of charge.

3.8) Samples received outside the time window indicated in this Regulation (after May 15, 2023) are automatically excluded.

*We differentiate ourselves
by including all those
who work and believe in
Natural Cider with
tradition.*

*We ambition the
world!*



Tastings are organized by product types/categories whenever there are at least 5 Ciders entered. If such a scenario does not occur, the Organization reserves the right to structure the session(s) in such a way that the quality of the products is not compromised, valued or undervalued in comparative terms.



Drink obtained exclusively from the fermentation of natural apple/pear must or natural apple/pear and pear must, and whose sugar and carbon dioxide content is solely of endogenous origin.

Flavoured

Ciders to which are added, to the transformation process, fruits, vegetables or aromatic plants, the respective concentrated juices or extracts, as well as other ingredients and other natural flavoring substances approved under European Union (EU) regulations on flavorings and certain ingredients with flavoring properties.

Sweet

Natural ciders in which fermentation is not complete, provided that the process used for its interruption does not alter the nature of the product, that all residual sugar comes only from the processed fruit and that the carbon dioxide content results from the fermentation process.

Sparkling

Ciders made effervescent by a second alcoholic fermentation, triggered by the addition of sugar syrup or tirage liqueur (*) in the bottle or in a closed vat.

Carbonated

Natural ciders with effervescence resulting, in whole or in part, from the addition of pure carbon dioxide as a gasifier.

Without alcohol

Ciders subjected to physical processes of dealcoholization until they reach an acquired alcoholic strength by volume equal to or less than 1% vol.

With low alcohol content

Ciders in which part of the alcohol is eliminated by physical processes of dealcoholization, and whose acquired alcoholic strength by volume is greater than 1% vol. and equal to or less than 3% vol.

(*) «Tirage liqueur», the product added to natural cider to cause a second alcoholic fermentation, with the consequent production of natural carbon dioxide that remains dissolved in the drink, as is characteristic of sparkling wines. It usually consists of dry or suspended yeast and sucrose or natural apple must or concentrated apple/pear must, which promote the second alcoholic fermentation, in bottle (traditional or «Champagne» method) or in closed vats («Charmat» method)

Organization and Guidelines

4.1 – RECEPTION, CONTROL, STORAGE OF SAMPLES AND WASTE MANAGEMENT

The Organization is responsible for receiving the samples and for their subsequent control, coding and storage under appropriate conditions, as well as for assessing their compliance with the requirements set out in the Competition Regulations, namely:

- i) by checking the registration documents.
- ii) for organizing the list of accepted samples, taking into account their specific characteristics.
- iii) by the sample coding process, by assigning a random and unique sequence of numbers and letters, only after full coverage of all packaging materials and/or identifying elements.
- iv) for the storage and conservation of samples in an appropriate, safe and accessible place, under controlled conditions of temperature and humidity.

At the end of the Competition, all bottles and corks are recycled.

The Organization will not return leftover or rejected products.

4.2 – ORGANIZATION OF TASTING SESSIONS

The Organization is responsible for ensuring:

- i) that all tastings carried out within the scope of this Competition are in a blind tasting system.

- ii) that in each tasting session the respective samples are prepared and ordered in an appropriate place with restricted/prohibited access to any element foreign to the Organization, guaranteeing the total confidentiality of the process.

- iii) the adequate service of the samples and the necessary conditions for the correct functioning of the tests (reserved access to the tasting room, adequate luminosity and temperature, quiet environment).

- iv) all support for the elements of the jury, through a team, duly trained to proceed with the correct presentation and distribution of the samples.

4.3. TASTING SESSIONS

The professional tasting is organized as follows:

- i) All Ciders are tasted in series of approximately 5 samples.

- ii) At the beginning of each tasting session, and in order to assess the criteria, a Cider is presented to all judges, of a similar category to those tasted, named "Standard".

- iii) The evaluation in a blind test requires that the samples be presented to the members of the jury, previously, packed in an opaque sleeve and coded, according to paragraph iii), of point 4.1. of this Regulation.

- iv) The members of the jury are only provided with the year of production of the samples, whenever the information has been made available by the producer and proves to be preponderant for the evaluation.



v) The Organization reserves the right to order and distribute the samples, in order to obtain relatively homogeneous series.



Jury Panel

With regard to point 5 of this Regulation, it is foreseen that:

5.1) Jury members are selected by the Organization based on their recognized technical capacity, experience and/or field of work.

5.2) The Technical Director coordinates and supports all jurors.

5.3) Ciders are evaluated by a multidisciplinary panel, from different geographical origins, composed of at least 12 elements, an amalgamation of professionals from strategic areas (technical, restaurants, hotels, marketing, among others).

5.4) Jury members are invited in a personal and non-transferable capacity.

5.5) At the beginning of the Competition, the members of the jury participate in a previous coordination session to assess the procedures and criteria for classifying the samples.

5.6) The results assigned by each taster are treated anonymously and confidentially by the Organization until the official announcement of the winners..

5.7) Whenever necessary, the jury may be divided into work groups, depending on the number of samples received by the Organization.



We are committed to the excellence and diversification of our professionals.

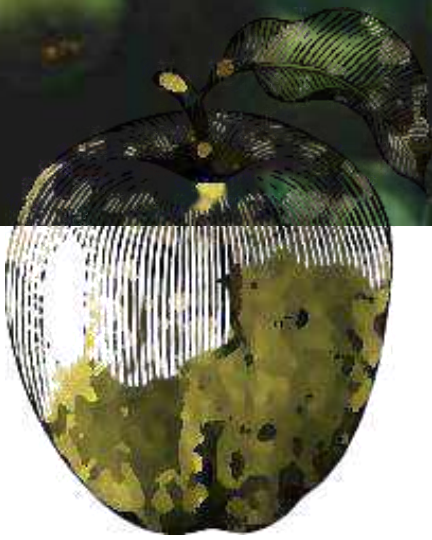
Tasting Score Card

6.1) The tasting score card to be used will follow the methodology approved by the OIV (Office International de la Vigne et du Vin).

6.2) The final score of each sample will result from the arithmetic average of the ratings of all jurors.

6.3) For each sample, the organoleptic characteristics (color, aroma, taste, texture) will be evaluated, which will determine its final classification.

6.4) The assigned scores will be treated anonymously and impartially.



Awards

7.1) The number of medals awarded must not exceed 30% of the total number of Ciders in the Competition.

7.2) Prizes are awarded according to the following final score and sample models:



Gold Medal

90 to 100 points



Silver Medal

80 to 89,99 points



Bronze Medal

70 to 70,99 points

Additionally, the International Natural Cider Competition | Madeira'23, may also reward its participants with the following distinctions:

-Planet Earth Award: Ciders obtained in organically or in an integrated production system.

Participants must reflect this condition when registering ("Production Mode" field), send the official certification to the email agrosenselab.dra@madeira.gov.pt and accompany the samples sent with the respective supporting document.



Mention "Planet Earth"

The absence of proof of certification and/or other evidence capable of validating the alleged information will determine the exclusion of the participant from the possibility of earning such distinction.

-Award "Best in Show": for the "gold" category, the Cider with the highest global final classification will be distinguished with the award "*Best in Show*".



2,6 cm

2,6 cm



"GOLD"



"SILVER"



"BRONZE"



"PLANET EARTH"



"BEST IN SHOW
IN GOLD CATEGORY"

INTERNATIONAL NATURAL CIDER COMPETITION

We reward quality...

(*) Printings, enlargements, modifications of any nature or any other actions on the stamps designed by the International Natural Cider Competition are not allowed without prior authorization from the Organization. If you want to print your award, contact the Organization directly: dra@madeira.gov.pt.

Winners



- 8.1) Only the winners will be able to mention the award and affix the respective medals to their product(s) using, solely and exclusively, the defined models.
- 8.2) Enlargements, modifications or any other action on the contents provided by the Organization that harm the image of the Competition are not allowed.
- 8.3) The prize(s) can only be attached/mention the lot(s) submitted to the Competition and proven to have been awarded.
- 8.4) Both the diploma and the medals awarded in the International Natural Cider Competition can be used in establishments or exhibition venues and/or be publicized in different media (newspapers, specialty magazines, guides), provided that only the original information and models are included.
- 8.5) The Organization may, whenever it deems legitimate, take legal action and/or prevent participation in other editions of the Competition if it finds evidence(s) of misuse of the awarded prize(s).
- 8.6) The names of all winners will be disclosed by the Regional Secretariat for Agriculture and Rural Development and/or partners and/or the regional/national/international press, in the way that the organization in question deems most appropriate, during/after the award event.
- 8.7) The Organization will state, at least and publicly, the name of the awarded ciders (if available or, in its absence, the name of the candidate or other alternative mention that allows the product to be recognized undoubtedly), the award attributed and the places of consumption, whenever mentioned in the Registration Form.
- 8.8) Within a maximum period of 5 days, the Organization undertakes to inform the Interested Parties of the results (via the e-mails provided in the registration form), so that they can declare their intention to participate in the award event.





Sponsors & Partnerships



Support this initiative by the Regional Secretariat for Agriculture and Rural Development and see your products/services publicized in our events and social networks.

To increase your brand exposure and find out more about the specifics of this partnership, contact the Regional Directorate for Agriculture and Rural Development:

dra@madeira.gov.pt

WANT TO BE MORE

European Natural Cider Competition

about 30 Natural Ciders tested

Madeira'22

IN 2023 WE



FOR EACH REGISTRATION IN THE INTERNATIONAL NATURAL CIDER
COMPETITION | MADEIRA'23

WE PLANT AN *Apple Tree*

World Tree Day

March 21

Preserving our cultivated forms is everyone's mission.

Get involved, be proactive in the flowering of a better future.

WE WANT TO MAKE A DIFFERENCE, SEE THE MADEIRA CIDER GI PROJECT GROW AND
DELIVER FRUITS.

In 2023, aware of its interventionist mission, the Regional Secretariat for Agriculture and
Rural Development will proceed with the planting, in its memory field located in Santana,
of an apple tree for each producer/distributor or legitimate representative registered in
the International Natural Cider Competition | Madeira'23.



"To unify is a good start, to keep the union is progress and to work in unison is victory."

Henry Ford

Organization



Secretaria Regional
de Agricultura
e Desenvolvimento Rural
Direção Regional de Agricultura
e Desenvolvimento Rural

Official Partners



Sponsors





A door to the world...