



### Once Upon A Tree

Founded in 2008 by speciality food and drink enthusiasts, Ann & Norman Stanier and Hannah & Simon Day, Once Upon A Tree is built on a passion to create the best quality cider and perry from the highest quality fruit, preserving this Herefordshire tradition. Among the many trophies that testify to the success of their vision, Once Upon A Tree was named Best Drinks Producer in the BBC Food & Farming Awards 2012/13, an initiative to recognise Britain's very best food and drink producers.



Fruit growing and production takes place at Dragon Orchard, which has been tended by the Stanier family for nearly 90 years and today yields around 100,000 bottles annually. This 22 acre, gently sloping, south facing land is sheltered from cold winds by the Malvern Hills to the east and Bromyard Downs to the north. The Black Mountains to the west provide a rain shadow, which means that annual rainfall here is around 600mm, with about half that falling in the summer – ideal for fruit growing. The rich red soil is derived from old red sandstone which weathers to produce deep, moisture retaining soil that, when sympathetically worked, provides a wonderful tree growing medium.



Simon is an experienced professional winemaker who decided to turn these skills to capturing the true character of his apples and pears. This sees him draw on the Champagne production method and a blend of bittersweet, sweet and bittersharp varieties, all harvested, pressed and fermented separately, then blended, filtered and put through a secondary fermentation in bottle to create a sparkling style. The cider and perry may then remain on lees for up to 4 years, building richness and complexity before the dead yeast is disgorged and a dosage liqueur added to ensure the optimum sweetness balance. The result is a product of great finesse, depth and acidity. Food pairing is at the forefront of the mindset here, hence the notably crisp, dry finish.

Alongside the flagship Once Upon A Tree sparkling cider sits a trio of equally food friendly still expressions named after local landmarks or heritage apple varieties. The portfolio is completed by a range named after Norman's grandfather, Harry Taylor, who managed the planting of these orchards during the 19<sup>th</sup> century. His name was stamped on tokens given to orchard workers as payment, which were used as a local currency. These Harry Taylor's ciders come in a smaller 500ml bottle format and offer easy-drinking, fruity refreshment with a light sparkle.





**Carpenters Croft 2011**  
Herefordshire Cider PGI  
Dry Sparkling Cider  
**Format:** 75cl bottle  
**Varieties:** Dabinett, Ellis Bitter,  
Browns Apple, Somerset Redstreak  
**Alcohol:** 7.5% abv  
**Residual sugar:** 11g/l  
**Tasting Note:** A sumptuous palate  
of spiced apple, with a hint of  
toffee. Mouthfilling with a rich,  
creamy texture, soft tannins and a  
clean finish. Good with strong hard  
cheese or salami.



**Chapel Pleck 2011**  
Herefordshire Cider PGI  
Perry  
**Format:** 75cl bottle  
**Varieties:** Blakeney Red, Yellow Huffcap,  
Butt, Moorcroft  
**Alcohol:** 8.0% abv  
**Residual sugar:** 25g/l  
**Tasting Note:** This is a perry of elegance  
and finesse, with subtle pear fruit and a  
creamy brioche mouthfeel. A terrific  
match with goats cheese or risotto  
dishes.



**Marcle Ridge 2014**  
Herefordshire Cider PGI  
Dry Still Cider  
**Format:** 75cl bottle  
**Varieties:** Dabinett, Ellis Bitter,  
Browns Apple and Somerset  
Redstreak  
**Alcohol:** 6.5% abv  
**Residual sugar:** 7g/l  
**Tasting Note:** A cider with  
gentle tannins, broad  
bittersweet palate and crisp  
finish. Enjoy lightly chilled with  
chicken, pork, grilled sardines  
or fish and chips.



**Kingston Redstreak 2014**  
Herefordshire Cider PGI  
Medium Still Cider  
**Format:** 75cl bottle /  
20 litre bag in box  
**Varieties:** Kingston Black,  
Somerset Redstreak  
**Alcohol:** 6.5% abv  
**Residual sugar:** 8g/l  
**Tasting Note:** A rich, spice filled  
nose and full bodied palate  
with bushels of fruit and soft  
finish. Pair with robust foods  
such as hearty casseroles, roast  
meat and spicy dishes.



**Putley Gold 2014**  
Herefordshire Cider PGI  
Medium Still Cider  
**Format:** 75cl bottle  
**Varieties:** Dabinett, Ellis Bitter,  
Browns Apple and Somerset  
Redstreak  
**Alcohol:** 6.5% abv  
**Residual sugar:** 8g/l  
**Tasting Note:** A full bodied  
palate with hints of caramelised  
apple. Pair lightly chilled with  
pork, BBQ or lightly spiced  
dishes.



**Harry Taylor's Crooked Branch**  
Herefordshire Cider PGI  
Dry Sparkling Cider  
**Format:** 50cl bottle /  
20 litre bag in box  
**Varieties:** Dabinett, Ellis Bitter,  
Browns Apple and Somerset  
Redstreak  
**Alcohol:** 5% abv  
**Residual sugar:** 22g/l  
**Tasting Note:** Deep golden colour  
showing bittersweet aromas of  
toffee apple and apple skin with a  
hint of cut grass. Ripe apple  
dominates the palate, aided by soft  
tannins and a lingering, crisp, dry  
finish.



**Harry Taylor's Thrown Hat**  
Herefordshire Cider PGI  
Medium Sparkling Cider  
**Format:** 50cl bottle /  
20 litre bag in box  
**Varieties:** Dabinett, Ellis Bitter,  
Browns Apple and Somerset  
Redstreak  
**Alcohol:** 5% abv  
**Residual sugar:** 48g/l  
**Tasting Note:** Deep golden in  
colour with bittersweet aromas of  
apple skin, caramel and fresh herbs.  
The palate is rich with a gentle ripe  
apple sweetness, soft tannins and a  
green apple tang to balance the  
finish.

