



For an afternoon, a day or a full weekend – the Big Apple is a special opportunity to enjoy the autumn countryside in the Herefordshire parishes on the Marcle Ridge. The local orchards are famous for their cider fruit and their excellent eating apples. For our thirtieth anniversary, the award-winning communities of these tiny parishes have put together a collection of small rural events based in and around Much Marcle, to enable you to share with us in our tradition of apple growing and cidermaking.

WELCOME TO THE BIG APPLE 2019

Join us for the 30th anniversary of the Big Apple celebrating English apples and cider - a real opportunity to enjoy the autumn countryside in this corner of Herefordshire in and around Much Marcle.

SHARE OUR TRADITION OF APPLE GROWING AND CIDERMAKING



We have put together for you a collection of small rural events where you can enjoy our local orchards, famous for their cider fruit and excellent culinary and dessert apples.

In this unique event, we will be opening our farms and orchards, cider mills and barns for you to visit. Nine special venues in all, each one of them different but all with one thing in common – apples!

PICK AND MIX

Your programme is entirely flexible – you can choose where and when to go for an afternoon, a day or a full weekend. You can simply come for a walk or to buy some apples. But you can also visit several different events and venues. The map and programme inside will help you to plan your visit.



COME AND EXPLORE

Of course you can use your car to get around. But many of our venues are in walking distance of each other, and cycling is also a great way to get about. Distances are indicated on our map. A tractor and trailer service, kindly provided by Westons Cider, will be running all weekend carrying visitors between six of our venues. See map for route and stops. The service is free but donations will be welcome.



**CIDERLANDS
MAKERS &
LOVERS**

INTERNATIONAL
NETWORK OF
CIDER CULTURE &
TOURISM DESTINATIONS

The Big Apple is proud to play a part in welcoming the first conference of the International Network of Cider Culture & Tourism Destinations to the county of Herefordshire. Ciderlands 2019 will showcase the region's proud cider heritage to cider tourism professionals from across the network.

The visit has been made possible with the support of:

- The Pippin Trust
- Green Dragon Hotel
- Westons Cider
- Heineken | Bulmer's
- Three Counties Cider & Perry Association
- The National Association of Cider Makers

<https://ciderlands.org/>

INFORMATION

If you want to know anything about what is going on during the weekend, then check our website or look out for information at each venue.



MARCLE RIDGE COUNTRY

Another good reason to come to the Big Apple is simply to enjoy this wonderful stretch of countryside. Woodlands, soft fruit fields, hopyards and grazing pastures mix with the orchards to create a lovely farming patchwork. The slopes of the Marcle Ridge offer splendid views across to the Malvern Hills to the east, while Woolhope in the west lies within the Wye Valley Area of Outstanding Natural Beauty.

...HEREFORDSHIRE AT ITS BEST

There is no better way to explore our deeply rural county than through its food and drink, and apples and cider are at its heart.

Herefordshire has more orchards than any other county and is the source of over half the UK's cider production.

For us the Marcle Ridge and the Big Apple are what Herefordshire is all about. Over the last 30 years, the number of craft food and drink producers of all kinds has truly blossomed in our local communities, providing a special experience for our visitors that is integral to the enjoyment of our rural heritage and landscape.



HOW TO FIND US:

Much Marcle lies 5 miles from Ledbury on the A449 road to Ross-on-Wye, beyond the point where it crosses the road from Leominster to Newent at the Preston Cross roundabout. We are just 15 minutes from the M50 motorway, 2½ hours from London and 1¼ hours from South Wales and the West Midlands.



FOR MORE INFORMATION:

www.bigapple.org.uk

EMAIL - secretary@bigapple.org.uk

FIND - 'The Big Apple' on Facebook
or tweet us @TheBigAppleHfd

For programme information,
phone Mrs. Jackie Denman
on (01531) 670544. Our
website includes details of
accommodation in the area.



Scan for quick access to
our website.

1989 - 2019
30th Anniversary

Harvestime



in and around
Much Marcle



Saturday 12th & Sunday 13th October 2019

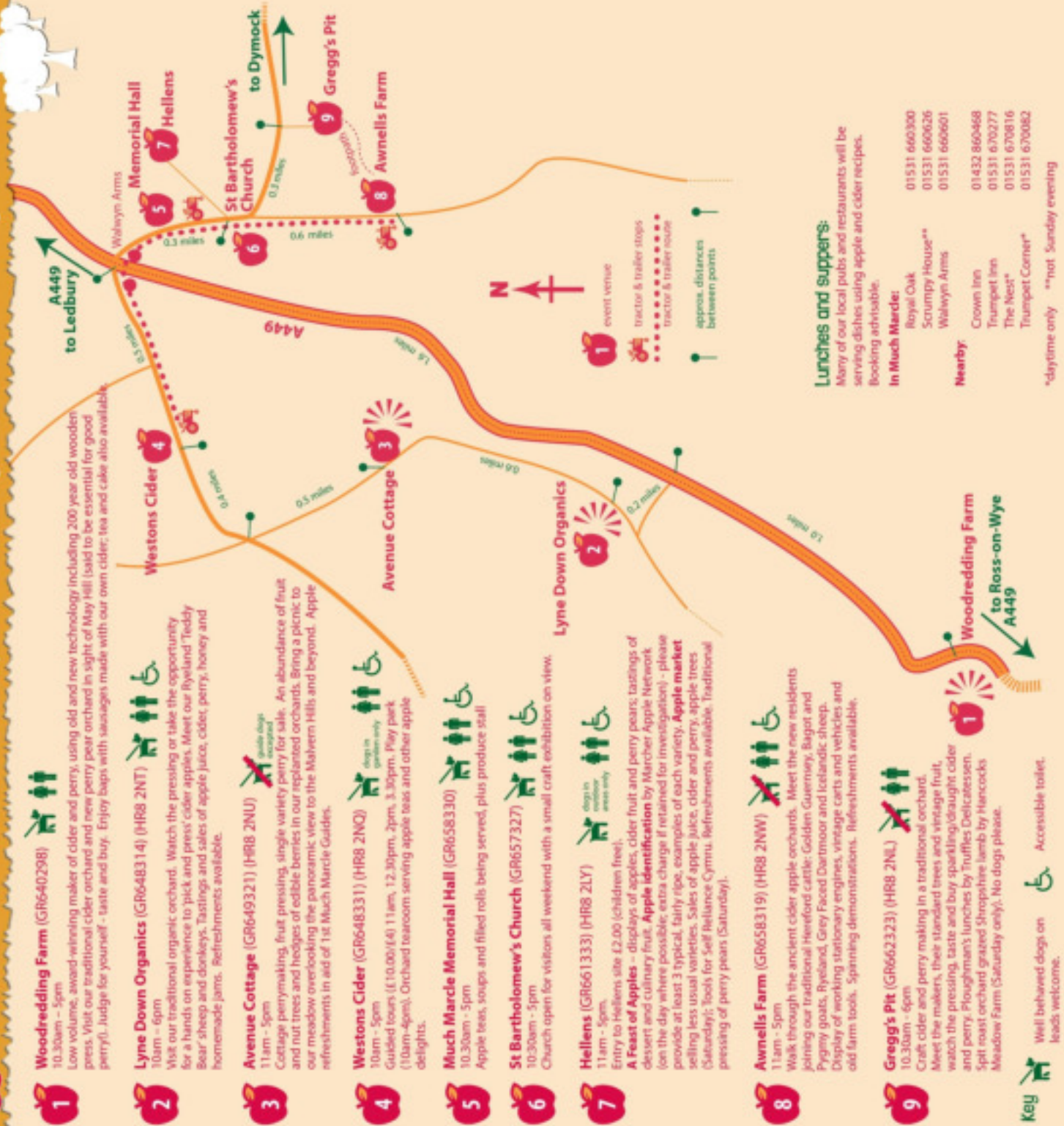
Enjoy this collection
of rural events
to enable you to
share with us in
our tradition of
apple growing and
cidermaking.



CIDER - APPLES - PERRY - ORCHARDS - PRODUCERS -



HARVESTIME VENUES Open Saturday 12th and Sunday 13th October



Lunches and suppers:
Many of our local pubs and restaurants will be serving dishes using apple and cider recipes. Booking advisable.

In Much Marcle:
Royal Oak 01531 660300
Scrumpy House** 01531 660626
Walwyn Arms 01531 660601

Nearby:
Crowm Inn 01432 860468
Trumpet Inn 01531 670277
The Nest* 01531 670816
Trumpet Corner* 01531 670082

*daytime only **not Sunday evening

Special events Sunday 13th October

- 10 for 10.30am Big Apple Bike Ride Market House, Ledbury at 10am, leave 10.30.** Follow quiet country lanes, visiting cider producers and orchards. BYO picnic or enjoy Big Apple catering. Explore Big Apple, returning pm to Ledbury. Accompanied children welcome. Information 01531 635432.
- 11am High altitude cider tasting** Pop-up tutored tasting with a view, with local pommereller Jeremy Stunt of Authentic Cider, Lyne Down Organics (Venue 2)
- 12 noon From fungus forays and resistance to The Herefordshire Pomona** Join local fruitgrower Norman Skinner as he delves into the records of one of the oldest naturalists' clubs in the world and makes links to our very own Big Apple, Haywain Barn, Hellens* (Venue 7)
- 12 noon and 2.30pm Our edible hedges** - details at Saturday, Avenue Cottage (Venue 3)
From 12.30pm 'Uke Can't Be Serious*' will pop up with their ukuleles at Woodredding (12.30pm), Lyne Down Organics (2.30pm) and Hellens (4pm)
- 2pm Apples in a Warmer World** Professor Paul Hadley, of the School of Agriculture, Policy and Development at the University of Reading, gives an inside view of a collaboration with the National Fruit Collection Trust which uses Haygrove tunnels technology to create a series of modified environments in order to investigate how warmer temperatures and altered rainfall patterns may affect UK apple production in the coming decades. Haywain Barn, Hellens* (Venue 7)
- 3pm High altitude cider tasting** Pop-up tutored tasting with a view, with local pommereller Jeremy Stunt of Authentic Cider, Woodredding (Venue 1)
- 4.30pm Perry Pears: Walk, Talk & Taste** Guided walk with James Marsden to learn about specific vintage fruit varieties and taste the finished products made from those varieties in 2017/18. Gregg's Pit (Venue 9)

*Admission charge to Hellens site applies

Special events Saturday 12th October

- 11am to 5pm Annual Honey Show** Herefordshire Beekeepers' Association, Haywain Barn, Hellens* (Venue 7)
- From 11.15am Leominster Morris at Westons** (11.15am), Gregg's Pit (12.30pm), Hellens (2.30pm).
- 12 noon and 2.30pm Our edible hedges** Guided tours of young fruit and nut groves and edible hedges which re-establish our field patterns. Avenue Cottage (Venue 3)
- 2.30pm High altitude cider tasting** Pop-up tutored tasting with a view, with local pommereller Jeremy Stunt of Authentic Cider, Avenue Cottage (Venue 3)
- 4.30pm Hereford's Cider Bible - the legacies of John Wycliffe and late medieval Much Marcle** A talk by Canon Ralph Goodall, Old Herefordian and Priest Vicar, Westminster Abbey. Donations invited for upkeep of the church, St Bartholomew's Church (Venue 6)
- 5pm Vertical tasting** A very special and rare opportunity to join the maker in tasting three vintages of a Gregg's Pit in-bottle fermented 'champagne' perry. 15 tickets on sale at bar from 11am, 1st come, 1st served. £6.00. Gregg's Pit (Venue 9)