

# Pure Cider Up North!

One of the newer cider producers in Yorkshire is “The Pure North Cider and Juice Company Ltd”, a small artisan cider producer based on a farm at Deanhouse in the Holme Valley, near the Last of the Summer Wine town of Holmfirth.

The owner, Rob North, has been busy over the past 5 years developing his knowledge of the art of cider making which led to him pressing his first batch for commercial sale in 2009 under the brand of Pure North and officially launching his first serious cider at his local pub, The Cricketers Arms on July 24th 2010.

Rob’s cider has been lovingly nurtured, pressed by hand and delivered with care not only to the Cricketers but also to the Nook in Holmfirth and the Sportsman in Huddersfield town centre and has been well received at all three. The cider is made from a blend of traditional cider apples, fermented naturally, free from all preservatives and is full of anti-oxidants.

Six years ago, Rob and his family bought an old farmhouse just outside Holmfirth. The house came with an old apple orchard from which Rob starting producing cider as a hobby. After much research Rob embarked on planting a further 'test' cider apple orchard to make sure that the varieties mainly grown in the South West of England would adapt to the Pennine climate. The trees all did very well and as a result, a further 235 have been planted this year with more to come. These include Yorkshire, Scottish, cider and perry varieties.

The old stables have been completely renovated as the new cider house and now contain the press, fermentation vessels and oak maturation barrels. This was celebrated recently with the traditional ceremony of Wassailing to ward off evil spirits. Almost 100 guests gathered for this community event where the ladies wore flower garlands and the gents dressed in traditional country outfits and flat caps.

Rob, produces a range of ciders all crafted the natural way with no foreign yeast strains and free from all chemicals. The two main products on sale in selected pubs around Huddersfield, Dewsbury and Keswick are Pure North in bottles, a medium dry cider and Valley Gold a still, medium cider sold as a bag in box product. These superb ciders have also been available, and incredibly popular, at various events and beer & cider festivals.

Purity - No concentrates, sugars, sulphites or colourings.  
Natural - Pure apple juice, fermented slowly the traditional way.  
Nurtured - Hand crafted and lovingly matured.  
Quality - Produced locally in limited supply.  
Variety – Range of premium & strong ciders.

To find out more, please contact Rob North on 07720 398706  
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