

AppleFest 2023 Film

Catcher Media were commissioned by Hereford City Council to make a short film. The film was a small concern of the heritage of cider and perry making in the county, and it contains some excellent archive photographs and interviews with some of the big names of cider-making. The oral history audio recordings were made by The Cider Museum and date back as far as 1976, with the most recent recorded in 2006. There was also an exhibition of posters which were on display throughout the town during the festival.

Interviewees in order of appearance (year of interview in brackets):

Ray Williams (1980) - a key cider pomologist at Long Ashton Research Station and perry pear expert

Charlie Holbrook (1984) - made "beautiful cider" at Tarrington Court

Jean Nowell (2006) - pioneering craft cider maker and artist

Kenelm Johnson (2006) - won Supreme Champion at The Cider Museum Competition in 1991, and his family continue to make award-winning cider & perry.

Frank Holland (1976) - planted an orchard at Checkley with a wide range of apples.

Images courtesy of:

The Hereford Cider Museum Trust Herefordshire History (primarily from Bustins, Pomona Britannica Vol. 1 & 2, Derek Evans Studio Archive and the Herefordshire Image collections)

Video footage courtesy of:

Catcher Media's archive: Orchard planting, apple picking and cider making with Orchard Origins (2015), Wassailing at Weston's Cider in Much Marcle (2022)

AppleFest 2023 was a Hereford City Council event in partnership with Big Apple Association, Herefordshire CAMRA, Encore Enterprises, Hereford Cathedral, Hereford City Life, Hereford College of Arts, Herefordshire Council, Little Pomona Orchard & Cidery, Museum of Cider, Three Counties Cider and Perry Association. The project was part-funded by the UK government through the UK Shared Prosperity Fund.