

HALTON HILLS CIDER MADE FROM ALL ONTARIO APPLES

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A Halton Hills orchard known for producing preserves, added hard cider to their growing list of products a year ago.

But despite the growth and popularity of Fraser's Craft Cider, you won't find it at the LCBO.

"We're not recognized for what we do," Fraser said in reference to Ontario's cider industry.

Compared to Ontario's beer and wine industries, the cider industry has the capacity to meet more than 50 per cent of the province's consumption.

While craft beer is a booming industry in Ontario, hops, used in the brewing process, are generally sourced from Europe.

"It's huge tax money for the province," Fraser said.

"We make a lot of revenue as a manufacturer, rather than buying imported."

As people learn more about cider, however, there may be more room on LCBO shelves for apple-based alcohol.

"I think there's a huge opportunity for an Ontario Cider Store," Fraser said.

The stores, he continues, could be similar to grocery store wine shops and could help to showcase the diverse flavour profile of cider.

"People are accustomed to the traditional patio style cider," he said. "But there are higher alcohol ciders, better paired with food and treated like wine."

So what makes Fraser's Craft Cider stand out?

"It's all apples," Peter Fraser, a cidemaker, said about the cider produced at the apple orchard he operates with his parents, Brad

and Heather.

"We use regular apple cider juice to make our alcohol and then we are back sweetening with a concentrated apple juice."

Still, Fraser's cider is different from mainstream imported ciders like Somersby, in that it's a dry cider, made using apples all sourced from Ontario.

Those apples, Fraser refers to as Ontario Culinary, include varieties such as Ginger Gold, Jonamac, Paula Red, Golden Delicious and Red Delicious.

"There are traditional cider apples, but they tend to cost more and tend not to come from Ontario."

While Fraser's Craft Cider isn't available at the LCBO, it is available at the Fraser's farmgate store (8277 10 Side Rd.), the Milton Farmers Market, the Terra Greenhouses Farmers Market, and at eight licensed partners, including Lily Thai, Shepherd's Crook, Uncorked, and The Cellar.

For more information, visit harvestgoodies.com.

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