

Cider and Food Matching

Cider has become a popular drink, especially during the summer time, but publicans can increase cider sales all year round by matching it to meal options and offering deal packages.

By considering the style, flavour and ingredients of each dish, and recommending a brand of cider with favourable characteristics, pubs can advise consumers on how to choose the right cider to compliment their food. Robert Gong, Senior Development Chef, from The Authentic Food Company, provides an insight into how to match cider with a variety of foods, including British, Indian, Chinese and Thai dishes.

Cumberland Sausages in a Sage and Onion Gravy with Bulmers Original Cider

Sausages are a staple part of the British diet, and are always a popular option on pub menus. This flavoursome meal is enhanced by the distinctive sage in the gravy, and is partnered perfectly by the sweetness of Bulmer's Original Cider, as its sweet flavour complements the richness of the sausages.

Kashmiri Lamb with Magners

This medium spiced, full bodied curry requires a cider with depth to hold its own. Magners is decided the perfect match thanks to its well rounded, fruity flavours. The sautéed spinach and onions in this dish add substance, making it a filling meal matched best by a refreshing drink, such as Magners cider.

Minted Lamb Henry with Brothers Pear Cider

The mint in this dish offers a fresh, alternative way of serving the traditional Lamb Henry. A soft, fruity cider such as Brothers Pear Cider is the ideal accompaniment. The wholesome flavour and texture of the lamb works especially well with the gentle pear taste, bringing out the best in the food and the drink.

Aromatic Thai King Prawn Curry with Henry Western Vintage

This is a light, spicy and slightly sweet dish, best accompanied by a dry cider, such as Henry Western Vintage. The dryness of this cider balances out the sweetness of the curry. The crisp tones of the cider complement the chilli and lemongrass in the curry perfectly, profiling the curry flavours without overpowering them.

Sweet Potato, Chick Pea and Spinach Curry with Magners

This sweet vegetarian dish is a light, yet filling meal, with a creamy taste thanks to the use of coconut milk in the curry sauce. Pubs should invest in innovative meat-free dishes to appeal to vegetarians and meat eaters. Magners cider makes the ideal drink for this dish as the sweet, fresh aromas complement the sweetness of the sauce.

