

From: Mark Hopper

Subject: Call for additional Treasury support - British Cider Makers

Dear Treasury Select Committee,

Urgent action is needed for cider makers and I urge you to please broaden the support for the hospitality sector into their supply chain.

- Suspend excise duty payments immediately – Cash flow is an issue as payments not received for goods sold prior to hospitality industry lockdown. Cider makers are concerned that if they are agriculturally based, business rate rules don't apply so they can't access loans. Loans may not be available in time. The Help to Pay line is extremely busy and they are wasting time queuing to speak to someone – although generally helpful once they get through.
- Need to relax the licencing law immediately to allow goods to be sold flexibly across off-trade and on-line.

With that action in place, we have further questions that need clarification from the HM Treasury Team;

- Many cider makers are based on agricultural land, they do not fit the current criteria for business loans.
- Support that is available for those who are self-employed, sole traders and small family businesses.
- As cider is a living product, apple storage is already full from the 2019 harvest and without sales, there will be capacity issues this autumn & this will impact British cider apple farmers.
- Easter and Summer are priority seasons for cider and the necessary cancellation of rural shows, festivals, impact from no tourists and markets means that cider makers no longer have access to their consumers.

Thank you for your support and stay safe.

Yours sincerely,

Mark Hopper

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