

Commercial Fruit Juice Competition

JUDGES – To be Confirmed

STEWARD – To Be Confirmed

Staged by Three Counties Agricultural Society, at the Showground Malvern,
Worcestershire

ENTRIES CLOSE WEDNESDAY 10 SEPTEMBER 2025

PRIZE MONEY 1st £25, 2nd £15, 3rd £10

Class 1	Blended Apple Juice	Two or more named varieties of apple
Class 2	Single Variety Apple Juice	Single named variety
Class 3	Any other commercial fruit juice or fruit juice blends*	In the case of fruit juice blends, mix to be named on the label.

***A fruit based blend, which must have a minimum of 50% English Apple/Pear and any fruit/flower/veg grown in the UK**

Rules

1. The competition is open to any commercial fresh pressed apple juice producer. Entrants must be able to demonstrate the fruit was commercially grown on their farm or that the juice was pressed by them.
2. Each entry will consist of 2 bottles or cans of pasteurised juice, supplied and delivered at the exhibitor's expense. A maximum of 2 entries per class is permitted.
3. The juice must be made only from sound fruit. Copies of the Code of Practice for the Production of Apple Juice, which outlines DEFRA recommendations, are available from the British Soft Drinks Association Ltd., 20/22 Stukeley Street, London WC2B 5LR. The juice may contain only Vitamin C (l-ascorbic acid) as an anti-oxidant at a rate of no more than 0.5 grams per litre; no sweeteners of any kind are permitted.
4. The juice may be cloudy or clarified and must be pasteurised or equivalent but not UHT.
5. The juice must not have a pH greater than 3.8.
6. The juice must not have been reconstituted from concentrates or powders.
7. The samples must all come from the same batch and be labelled whether 'cloudy' or 'clear', with the varieties of apple for class 1 & 2 used or in the case of class 3 name the fruit(s) in the blend. The bottles should have their normal proprietary labels affixed; the labels will then be covered before judging.
8. At the tasting the labels or distinctive tops will be removed in order that the Judges will taste 'blind'. The 1st, 2nd and 3rd placed entries will be highlighted & displayed at the Show.
9. Entries should be delivered to the Show at the Three Counties Showground by 5pm. on Thursday 25 September 2025. Entries after this time can only be accepted at the discretion of the organisers. Please ensure entries are adequately packed and allow ample time for delivery if sending by post; entries arriving too late for judging will be disqualified.
10. Entrants agree to abide by the rules and accept the Judges result and any other decision as final. The organisers will not enter into further correspondence. There will need to be at least 3 entries in the specific class before any prize can be awarded for that class.
11. Entrants must ensure that all entries comply with current food safety regulations.

The above rules adapted from the rules of the National Fruit Show, with kind permission of the Marden Fruit Show Society.

Malvern Autumn Show 2025

Commercial Fruit Juice Competition

Points Scoring Method

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Points to be awarded

TASTE

0	Poor	Characterised by vinegary, sour, old, unripe or immature apples. Having an off-flavour, an unpleasant taste or poorly blended.
1-2	Mediocre	Bland, thin in flavour, inadequately blended or with a perceptible "stewed taste".
3-4	Acceptable	With good flavour and without serious fault.
5-7	Commendable	Well blended, pleasing to taste and with its own distinct character.
8-10	Excellent	A delightfully harmonious flavour achieved by balanced blending giving a refreshing drink bordering on the qualities found in a fine wine.

AROMA

0	Spoilt	Mouldy, musty or acidic.
1-2	Good	Fresh, fruit bouquet.
3-5	Excellent	Pronounced and characteristic of the varieties used.

COLOUR

0	Poor	Over-oxidised, unpleasantly brown or almost totally colourless. Not corresponding to the fruits used.
1-2	Mediocre	Partly corresponding to the varieties used but lighter or darker.
2-3	Acceptable	Corresponding to the varieties used.
4-5	Excellent	Characteristic without fault.

HOMOGENEITY ("CLOUDY" JUICE ONLY)

Evaluation will take place 15 minutes after the juice is poured into the glass. The juice will be shaken before first pouring.		
0	Poor	Made from over mature fruit. Marked sediment and separation of fruit particles from the liquid.
1-2	Mediocre	Less sediment but still not homogenous.
3	Commendable	Homogenous with hardly any perceptible separation of suspended solids or colouring.
4-5	Excellent	Perfectly homogenous.

CLARITY

0	Poor	Cloudy without sediment.
1-2	Mediocre	Without sediment but clarity insufficient.
3	Commendable	Clear without sediment.
4-5	Excellent	Perfectly clear.

In the case of a tie the Judges will vote for a straight preference to break the tie
The Judges will work collectively as a panel, scoring each sample on one score sheet.
The steward to verify results, the judges using one score sheet per class.

Dates for your Diary



7 – 10 May 2026



**ROYAL THREE
COUNTIES SHOW**

12 – 14 June 2026

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The handles to follow are:

- Facebook: @MalvernShows
- Twitter: @MalvernShows
- Instagram: malvernshows

For Twitter and Instagram, the hashtag to use is #MalvernAutumnShow