

# Media Release



FOR IMMEDIATE RELEASE

June 17, 2019

## Cheers Caledon! sets new **GUINNESS WORLD RECORDS™** Title

On Friday, June 14 the Cheers Caledon! Craft Beer and Cider Festival broke the **GUINNESS WORLD RECORDS** title for the **largest cider tasting event**.

With an official adjudicator from GUINNESS WORLD RECORDS on hand, 306 people participated in a series of three tastings of Caledon-produced cider.

“Caledon not only has some of the best craft beer and cider producers in Ontario,” said Mayor Allan Thompson. “But we also have tremendous community support for our home-grown talent. The popularity of this festival and the fact we were able to set a new Guinness World Records title attest to that.”



TOWN HALL, 6311 OLD CHURCH ROAD, CALEDON, ON, L7C 1J6

T. 905.584.2272 | 1.888.225.3366 | F. 905.584.4325 | [www.caledon.ca](http://www.caledon.ca)

The official sommeliers for the event were Tom Wilson of Spirit Tree Estate Cidery and Nick Sutcliffe of Pommies Cider Co. from Caledon. The featured ciders in the tasting were [Pommies Original Cider](#), [Pommies Farmhouse Cider](#) and [Spirit Tree Draught Cider](#).

A "cider tasting event" as defined by this **GUINNESS WORLD RECORDS** title attempt follows very specific rules. A cider sommelier must lead participants through at least three different ciders, with all participating at the same time.

The previous **GUINNESS WORLD RECORDS** Title was set in September 2017 when The Oast House Pub in Manchester UK hosted a **cider tasting event** with 255 people.

### **About Cheers Caledon!**

Now in its third year, Cheers Caledon! showcases the growing craft beer and cider industry in Caledon, featuring both hometown producers such as Caledon Hills Brewing, Pommies Cider Co., Sonnen Hill Brewing and Spirit Tree Estate Cidery as well as some of the best craft producers from across the province.

### **About GUINNESS WORLD RECORDS**

What's the fastest game bird in Europe? This was the question that inspired the founding of Guinness World Records back in 1955.

Starting with a single book published from a room above a gym, GWR has grown to become a global multi-media brand, with offices in London, New York, Miami, Beijing, Tokyo and Dubai.

Today, GWR delivers world-class content, not just through books, but via TV shows, social media and live events. GWR's ultimate purpose is to inspire people - individuals, families, schools, groups, companies, communities and even entire countries – to read about, watch, listen to and participate in record-breaking. To join this record-breaking community – and find out the answer to that original question – visit [guinnessworldrecords.com](http://guinnessworldrecords.com).

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Media Contact:

Town of Caledon | Strategic Initiatives | Communications

905.584.2272 | [communications@caledon.ca](mailto:communications@caledon.ca) | [www.caledon.ca](http://www.caledon.ca) | @YourCaledon



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