



— LA —
CHOUETTE

The French Ciders

A family-run cidery at the heart of Normandy



The Mancelles Alps are part of the Armorican Massif and form a natural region between the departments of Sarthe, Mayenne and Orne. They are characterized by a variety of steep valleys, traversed by the River Sarthe.

Shallow, limestone-rich clay soil that benefits from Normandy's mild climate.



Family-owned since 1943

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**Apples sourced from within 20km
of the cidery**

A strong commitment to organic farming



Organic apple orchards:

- 130 hectares of organic orchards (“haute-tige”/“basse-tige”)
- All apples produced are certified organic (“Agriculture Biologique”)
- Farm certified HVE (“Haute Valeur Environnementale”)

Auxiliary fauna:

- Natural weeding by 700 sheep
- Ovine faeces = natural fertilizer!
- Experimental installation of beehives (pollinating)



Biodiversity:

- Cultivation of cider apples & potatoes
- Apiculture and sheep farming
- **Little owls looking after our apples!**



At the core of our products...

Our ciders are made from **about 20 different apple varieties**, which can be classified in four main categories:



our organic apples



Sweet apples

Fruity and sweet, low in tannins

Example: La Germaine

Bittersweet apples

Fruity and sweet, high in tannins

Example: La Noël des Champs

Bittersharp apples

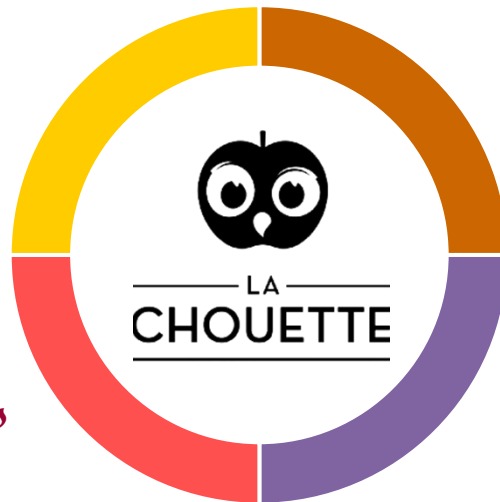
Tart, high in tannins

Example: La Chevalier Jaune

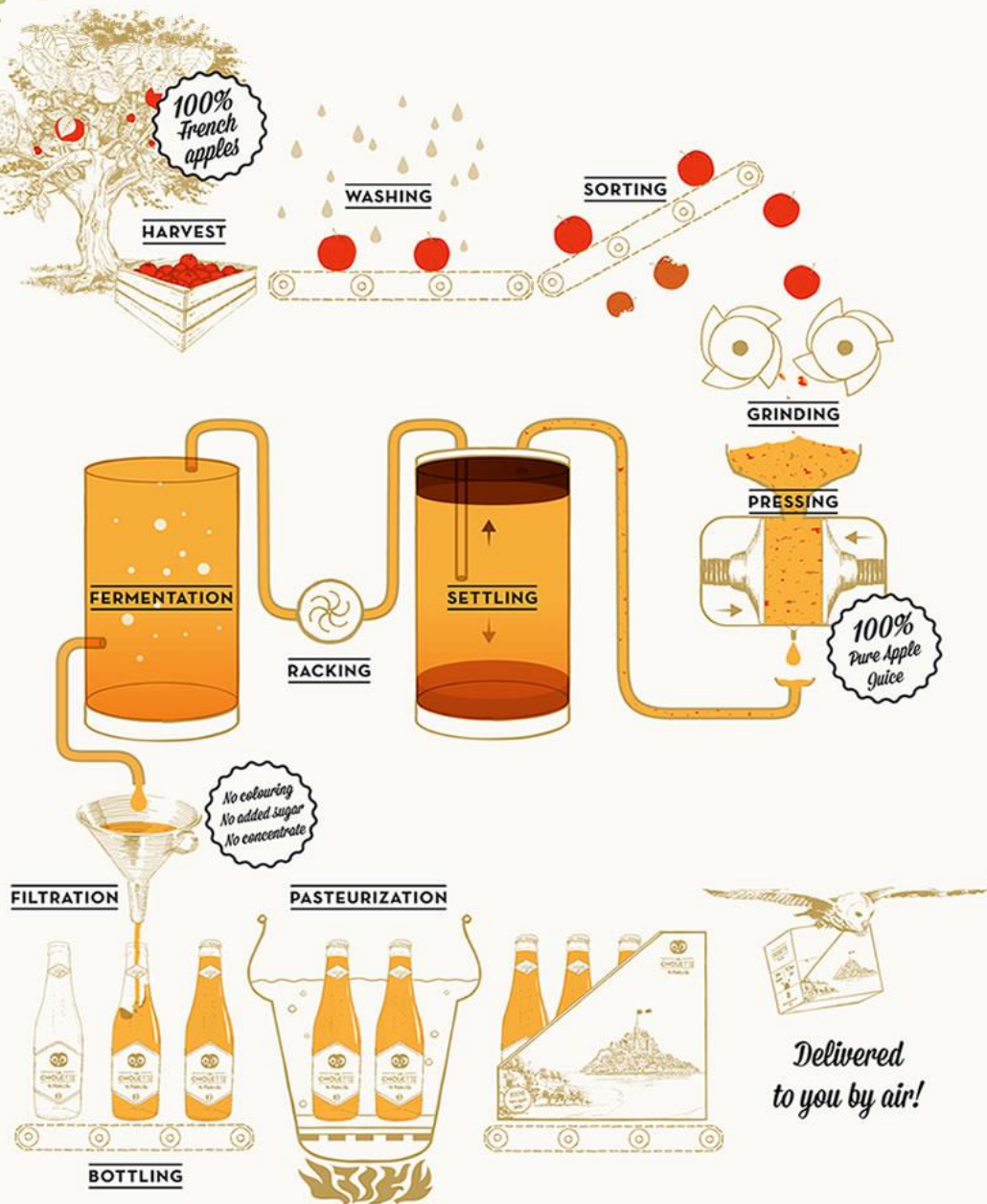
Sharp apples

Tart, low in tannins

Example: La Rouget de Dol



An artisanal cider making process



Artisanal production



Apples and chestnuts are certified organic



IGP Normandie certification
(cider apples from Normandy)



100% "pure apple juice" ciders



No added sugar
(only the natural sugar from apples)



Naturally gluten-free



No expiration date on ciders

Our range of ciders

LA CHOUETTE DEMI-SEC

Le Cidre Fruité



Best Keeved Cider

www.worldciderawards.com

La Chouette Demi-Sec is a semi-sweet cider made from a selection of sweet, bittersweet, sharp, and bittersharp cider apples, all from French organic farming.

Eye: Shiny golden colour with copper hues.

Nose: Elegant aroma with peach and apricot notes.

Mouth: Fruity flavour, slightly tart with a bitter finish.



in 33cl bottles!

LA CHOUETTE CHÂTAIGNE

Le Cidre Automnal



Best Specialty Cider

www.worldciderawards.com

La Chouette Châtaigne is a semi-sweet cider made from French organic cider apples and chestnuts, which give a distinctive autumnal flavour.

Eye: Straw colour. Fine head.

Nose: Vanilla and candied chestnut aromas.

Mouth: Crisp and balanced with a slightly bitter finish.



Indulge yourself with our traditional cider in 75cl bottle!



LA CHOUETTE BRUT *Le Cidre de Dégustation*



4.5%

La Chouette Brut is a dry cider certified “IGP Normandy”.

Eye: Shiny golden colour with orange hues.

Nose: Cooked apples.

Mouth: Crisp and dry, with a slightly bitter finish.



The La Chouette family is growing!

LA CHOUETTE SANS ALCOOL

Sparkling Apple Juice

0 %



Alcohol-free sparkling apple juice

In both 33cl and 75cl bottles

Available in Q1 2022

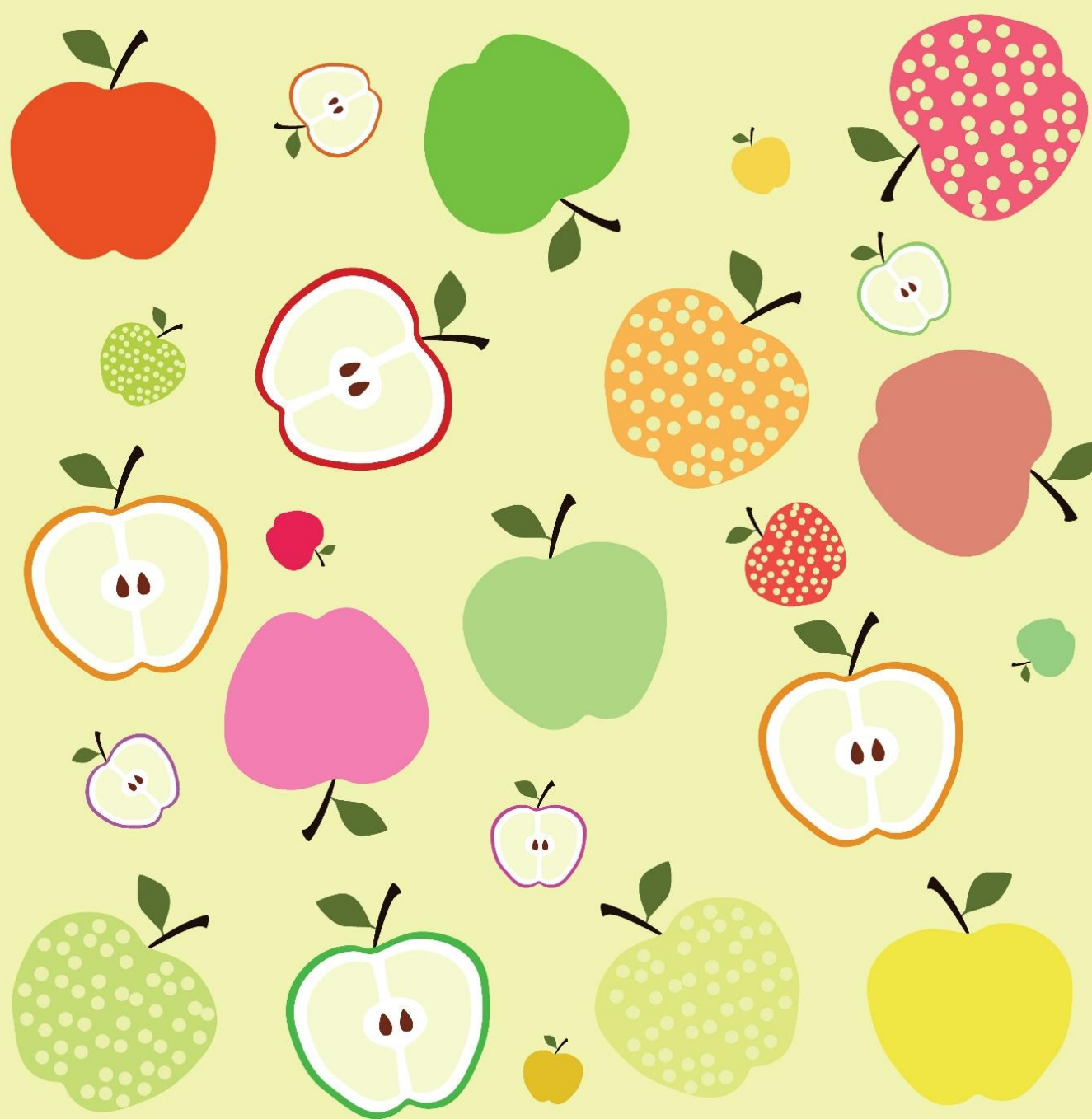
Eye: Shiny golden colour.

Nose: Fresh apple aromas.

Mouth: Sweet and fruity
(contains only the natural sugar from apples).

Finalized recipe.
Label design in progress.





Have an owlsome tasting! 🦉