



Aspall launches mulled cyder for on-trade

Aspall, maker of super premium Aspall Suffolk Cyder, is bringing innovation to the winter drinks market with a mulled cyder for the on-trade.

Available on draught over the festive period with a number of existing Aspall stockists, the mulled cyder is designed to be served warm with slices of orange and spices, although it is also delicious chilled.

The drink is made from Aspall Draught Suffolk Cyder, sweetened with Cox apple must and blended with rich mulling spices to create a flavour reminiscent of bitter-sweet toffee apples. Deep brown in colour, the cyder has an aroma of citrus fruits and sweet spices such as cinnamon, ginger and clove.

Aspall mulled cyder is listed across the 18-strong Geronimo Inns estate. Geronimo's commercial director, Ed Turner, says: "In our food-led pubs we like to offer our customers something a bit different, and Aspall's mulled cyder hit the nail bang on the head. In fact it has been so popular that we've sold out and are waiting for more to arrive."

Henry Chevallier Guild, Aspall director, says: "Like all our products, our new mulled cyder is made from 100% fresh-pressed English Apple juice, to provide the best quality taste possible. Its initial palate is full-bodied with a complex fruit flavour and marked spicy richness. While it is sweet, it is not cloying due to its attractive balancing apple acidity and long spicy aftertaste.

"Quality will always come first and foremost for us, however we are also interested in developing new, exciting cyders where there is a gap for those products in the market."

Aspall's super-premium blackberry and apple-blended cyder, Perronelle's Blush, was launched six months ago and sales have already exceeded all expectations. The cyder producer is also working on several other innovation projects, to be unveiled in 2008.

ENDS

Notes for editors:

- A family business since 1728, Aspall is now run by the eighth generation of Chevallier Guilds.
- In the UK, Aspall produces and distributes Aspall Premier Cru Suffolk Cyder, Organic Suffolk Cyder, Draught Suffolk Cyder and Perronelle's Blush. The Draught variant is available in both keg and bottled format.
- Aspall Suffolk Cyder is also available in the Australian and French markets.
- Every batch of Aspall cyder is tested and passed by a family member before being bottled.
- The company sources the majority of its apples from local Suffolk orchards and works with the region's apple growers to ensure long-term sustainability.

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