



Aspall to double size of business

Aspall, makers of super premium Aspall Suffolk Cyder and a range of speciality vinegars, is set to double the size of the business over the next five years as it responds to the growing demands for super premium products.

The investment will focus on redeveloping the Aspall site at Debenham in Suffolk, to include tripling the speed of bottling lines and increasing cyder and vinegar storage and production facilities. Currently production facilities are housed under several roofs and Aspall plans to consolidate these into one building to increase efficiency.

Brothers Henry and Barry, the eighth generation of the Chevallier family to run Aspall, have appointed a new managing director, Peter Moore, to mastermind the business growth. Moore was previously managing director of PJ Smoothies.

Aspall director, Barry Chevallier Guild said: “We have decided to accelerate the development plans for Aspall and set some ambitious growth targets over the next five years. Peter brings extensive experience in business expansion and his skills will help us to achieve our goal, whilst taking our workforce with us and maintaining our focus on quality.”

To ensure adequate supplies of apples to meet the increasing demand, Aspall is in talks with local farmers to plant more apple orchards and also considering expanding its own organic orchards from its current 90 acres.

“Ensuring supplies of high quality fruit is fundamental to our business and sustainable, responsible production is also at the heart of what we do,” said Aspall director, Henry Chevallier Guild. “Sourcing from abroad was never an option for us as we believe in using the best ingredients of sound provenance, minimising food miles.

In terms of logistics, Aspall has recently formed a partnership to provide improved distribution and warehousing, and to release more space for product development at the Debenham site.

A family business since 1728, Aspall is now run by the eighth generation of the Chevallier Guild family and to this day every batch of Aspall cyder is tested and passed by a family member before being bottled. The company, which celebrated its 60th year of organic cyder making and fruit growing last year, sources the majority of its apples from local East Anglian orchards and works with the region's apple growers to ensure long-term sustainability.

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Notes to Editor:

- Aspall, based in Debenham Suffolk is the oldest direct lineage cyder maker in the UK, producing Aspall cyder at the same site since 1728.
- Aspall Suffolk Cyder includes 40 varieties of apple including Kingston Black, Medaille d'Or, Tom Putt, Tremletts Bitter and Yarlington Mill.
- Aspall Organic Cyder Vinegar is the number one speciality vinegar and Aspall Cyder one of the fastest growing cyders in the UK.