

Press release

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Aspall showcases cyder barn at summer festivals and events

Super premium cyder maker Aspall is increasing its presence at prestigious events, shows and music festivals this summer, as it continues to sample among hundreds of thousands of discerning consumers who are after authenticity and quality.

Aspall Suffolk Draught Cyder (keg) and Aspall Perronelle's Blush will be available at events including: Henley Regatta (2-6 July), Cornbury Festival (5-6 July), Zoo8 Festival (4-6 July), Latitude Festival (17-20 July), Glade Festival, (18-20 July), The Secret Garden Party (24-27 July), The Big Chill (31 July – 3 August), Cowes Week (2-9 August), The Chemical Brothers concert at London Olympia (30-31 August), and The Blenheim Horse Trials (11-14 September).

The drinks will be served from a bar inside a bespoke cyder barn, a replica of the original cyder house at Aspall's site in Suffolk. The original barn was built in 1728 to produce the first batches of cyder and is an important part of Aspall's heritage. The cyders will also be served at the bars at many of the events.

Barry Chevallier Guild, Aspall director, says: "We are extending our presence at carefully selected quality events, following a successful sampling campaign at festivals last year. These events attract a considerable number of discerning consumers – the perfect target audience for our cyders. Our cyder barn is not only proving to be the perfect environment in which to try our cyder, but it's also becoming an attraction in its own right.

"We look forward to more drinkers discovering Aspall Suffolk Cyder this summer and making it a memorable part of their days and evenings out. For many people, this will be the first time they have tried a super-premium cyder, made from 100% fresh-pressed English apple juice. We know from previous experience that once consumers have tasted Aspall Suffolk Cyder they appreciate how different it is from the more mainstream brands."

Aspall Suffolk Cyder is available throughout the UK in selected on and off-trade outlets. Last month it launched into the Scottish on-trade for the first time, through Belhaven Brewery.

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. The company 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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For more information or images, please contact Jo Grobel or Philippa Browning at Lime PR on 0870 4608131 or j.grobel@lime-pr.co.uk or p.browning@lime-pr.co.uk.

Notes to editors:

- 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.
- Aspall Organic Cyder Vinegar is produced from the juice of 100 per cent freshly pressed English apples and, using a unique process, is gently fermented, matured and bottled unpasteurised.
- To this day every batch of Aspall cyder is tested and passed by a family member.
- As founder members of the Soil Association in 1946, Aspall was the first to produce organic cyder vinegar in the UK, stamped with Soil Association approval in 1973.