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Press release



Aspall Premier Cru scoops top prize at Quality Drink Awards

Super-premium cyder maker Aspall has won first place at the Quality Drink Awards 2008, for the fourth time in only eight years, with its Aspall Premier Cru bottled cyder. Aspall Organic Suffolk Cyder was also shortlisted for the award.

For cider lovers and cider discoverers, Aspall is the ultimate traditionally crafted cyder, the result of the skills and traditions passed down through eight family generations since 1728 at the Suffolk-based cyder maker. Two further styles: Aspall Draught Suffolk Cyder and Aspall Perronelle's Blush, complete the range.

Barry Chevallier Guild, Aspall partner, says: "Since Aspall Suffolk Cyder was relaunched in 2000 it has won numerous awards for quality. Our cyders are made from only 100% fresh-pressed English apple juice and contain no concentrates, additives or water, which gives them their exquisite taste profile."

A range of Aspall Suffolk Cyder is available at selected on-trade outlets, as well as from most leading supermarkets. Last month it launched into the Scottish on-trade for the first time, through Belhaven Brewery. All Aspall cyders should be chilled (but not poured over ice) for the perfect serve.

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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Notes to editors:

- The Quality Drink Awards is now in its 3rd year as a standalone event, having run for 25 years previously, as part of The Quality Food and Drink Awards.
- 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 market, and more recently, in France.
- 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.
- 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.

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