



Aspall launches mulled cyder for on-trade

29th October 2008: Following a successful on-trade trial of the UK's first mulled cyder last winter, Aspall is now launching the cyder in selected top-end on-trade outlets. The launch capitalises on the growing interest in the premium cider sector and brings innovation to the winter drinks market.

Available on draught from October to January, the mulled cyder is designed to be served warm with slices of orange and spices, in Aspall-branded goblets.

The 4.6% abv 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 traditional mulled spices such as cinnamon, ginger and clove.

Henry Chevallier Guild, Aspall partner, 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, and this is intrinsic to any new product development plans we have. We look to develop new, exciting cyders only where there is a gap in the market and where both the trade and consumers can truly benefit from such a product.

"We have launched our mulled cyder after a very successful trial last year in 30 pubs in and around London, in which sales exceeded all expectations. This is the first of several new cyders to be launched by us, with further products planned for release in the next few months."

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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