

PRESS RELEASE



Aspall wins two prizes at Great Taste Awards

10 August 2009: Super-premium cyder maker Aspall has won two prizes at the Great Taste Awards 2009, organised by the Guild of Fine Food and universally acknowledged as the benchmark for speciality food and drink.

Aspall Organic Suffolk Cyder won two gold stars and Aspall Draught Suffolk Cyder (in bottled format) was awarded one gold star in the bottled cider category.

Aspall uses a complex blend of both bitter-sweet and culinary apples which has been handed down eight generations of the Chevallier Guild family since 1728. To this day, the family still signs off every single batch of cyder before it is bottled, to ensure that quality remains first and foremost. Two further styles: Aspall Premier Cru 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 including being named the World's Best Cider last year. Winning two prizes for our cyders at the highly prestigious Great Taste Awards for the first time is another great result.

“All our cyders are made from a complex blend of both bitter-sweet and culinary apples and are fermented from fresh-pressed juice and not from concentrate, which gives them their exquisite taste profile.”

A range of Aspoll Suffolk Cyder is available at selected on-trade outlets, as well as in most leading supermarkets. All Aspoll cyders should be chilled (but not poured over ice) for the perfect serve.

Aspoll Suffolk Cyder is continuing to grow at 80% year-on-year, despite the current economic climate. A number of plans regarding both new product development and new business partnerships will be revealed over the coming months.

Notes for editors:

- The maximum number of gold stars any product can be awarded at the Great Taste Awards is three. For more information on the awards, visit www.finefoodworld.co.uk.
- In the UK, Aspoll produces and distributes Aspoll 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.
- Aspoll Suffolk Cyder is also available in the Australian and French markets.
- 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.

For more information, please contact Jenny Beverley, at Jenny@aspall.co.uk, or on 01728 860510.