

TRADE PRESS RELEASE



Aspall launches Little Creatures range in the UK

22 July 2009: Aspall has extended its partnership with Australian brewer Little World Beverages, to distribute its portfolio of Little Creatures premium alcoholic drinks throughout the UK.

The reciprocal agreement follows Aspall Suffolk Cyder's launch into Australia two years ago through Little World Beverages. This was a natural partnership, with the two companies sharing the same philosophy, focusing on heritage, authenticity and premium products for the top end of the market.

The Little Creatures range is available immediately through Aspall in 330ml bottles and comprises Pale Ale, (5.2% abv); Bright Ale (4.5% abv); Pilsner (4.6% abv); Rogers', an amber ale (3.8% abv) named after Roger Bailey and Roger Bussell – two local brewers; and Pipsqueak, a light, Australian cider (5.2% abv).

Henry Chevallier Guild, Aspall partner, says: "There are huge synergies between Little World Beverages and Aspall, with both companies operating within the premium areas of their respective categories as well as sharing the same consumer base. Reciprocating our initial agreement was therefore a natural extension of this partnership.

Howard Cearns, Little World Beverages director, says: "We have often referred to our target audience as 'flavour hounds,' those discerning consumers who choose to seek something special. Aspall shares similar territory to Little World Beverages, in terms of both its products and philosophical patience in establishing a quality position in the market."

Aspall Suffolk Cyder is continuing to grow at 80% year-on-year, despite the current economic climate. There are also a number of plans in the pipeline, regarding both new product development and other new business partnerships, to be revealed over the next few months.

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Little World Beverages tasting notes:

- The name “Little Creatures” refers to the tiny yeast particles in the beer.
- Pale Ale: a 5.2% beer with grapefruit and floral hop notes balancing rich malt.
- Bright Ale: packed with citrus hops and juicy malt, and with an abv of 4.5%.
- Pilsner: toasted malt and a good hop bitterness, 4.6% abv.
- Roger: a 3.8% abv amber ale with chewy caramel notes and spicy hops.
- Pipsqueak: a 5.2% abv premium cider made from locally sourced apples.

Notes for editors:

- 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.
- 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.
- 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.