



Aspall secures distribution in Australia



Aspall has formed a partnership with Australian brewer Little World Beverages to launch Aspall Suffolk Cyder in Australia.

The agreement will see Little World Beverages distribute Draught Aspall Suffolk Cyder in 330ml and 500ml bottles across both the Australian on and off-trade. Little World Beverages has the same philosophy as Aspall, focusing on heritage, authenticity and premium products for the top end of the market.

Aspall and Little World Beverages are also working together to develop an Australian cider for its home market.

Henry Chevallier Guild, director of Aspall, says: “The Australian cider market is in its infancy and, following highly successful trials of Aspall Suffolk Cyder, we have formed this relationship to enable us to explore opportunities in Australia.

‘I am really impressed with what I've seen to date. The synergies with Little World Beverages are extremely strong and the response to Aspall in Australia has already been exceptionally positive.

“At 5.5% abv, the Draught cyder will appeal to Australian tastes. Australians appreciate a product which is made from 100% English apple juice and which contains the equivalent of 12 apples per bottle.”

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, Aspall Organic Suffolk Cyder and Aspall Draught Suffolk Cyder. The

Draught variant is available in both keg and bottled format. Every batch of Aspoll 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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For more information, please contact Jo Grobel or Philippa Browning:

j.grobel@lime-pr.co.uk or P.Browning@lime-pr.co.uk or 0870 4608131