



Aspall launches new blended cyder



Aspall, makers of super premium Aspall Suffolk Cyder, is bringing innovation to the cider market and capitalising on the increasing popularity of rosé wine with the launch of a new pink cyder.

Perronelle's Blush will be available in both the on and off-trade in time for the summer. The specially blended cyder is made from 100% fresh pressed English apple juice, which is then re-blended with Crème de Mur blackberry liqueur. Its flavour is redolent of traditional English blackberry and apple pie.

Packaged in Aspall's iconic 500ml bottle, the 5.4% abv cyder will predominantly target 18-45 year-old women but, as a perfect refreshing summer drink, it will also appeal to men.

Aspall is supporting the launch with a range of premium glassware, designed especially for Perronelle's Blush. The elegant branded glasses are shaped in the style of a traditional cider flute.

Perronelle's Blush will complement the existing range, which includes Aspall Premier Cru Suffolk Cyder, Aspall Organic Suffolk Cyder and Aspall Draught Suffolk Cyder.

Aspall director, Barry Chevallier Guild, says: "The cider market is booming and more and more consumers who wouldn't have chosen cider before are now giving it a try.

'Most of the ciders on the market now are premium mainstream products which tend to be served over ice and appeal largely to male consumers. Our research has

identified a specific gap in the market for a sophisticated premium cyder to introduce women to the category and target the top end of the market place.”

The name Perronelle’s Blush derives from Aspall directors Barry and Henry Chevallier Guild’s grandmother, as Barry explains: “Our grandmother Perronelle ran the business for 30 years and was the driving force behind the structure of the business as it is today. She was also one of the founding members of the Soil Association, which was established in 1946 and led to the creation of Aspall’s organic cyder.

“Blackberries were abundant in the orchards at Aspall in her day, although they were never used in any cyder recipes. Perronelle would have been delighted by the quality and blend of our new cyder.’

Perronelle’s Blush has been carefully developed over a nine-month period and like all other Aspall cyders, has been given the seal of approval by the family. It has a perfectly-balanced fruit flavour, which delivers a blackberry, then apple, then blackberry flavour to the palette.

As Barry says: “It was critical for us to develop an excellent product which maintains the quality of our other brands and we are absolutely delighted with the result.

“Feedback so far from consumers and trade alike has been exceptional and we are really looking forward to Perronelle’s Blush adding to the growth of the Aspall cyder brand this summer.”

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 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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