



Aspall signs deal with Anglia Freight

Aspall, maker of super-premium Aspall Suffolk Cyder, has formed a partnership with warehousing and distribution specialist Anglia Freight to improve service to its UK customers as the business expands.

Under the agreement, Anglia Freight now warehouses all Aspall cyder, vinegar and apple juice at its Suffolk depot before distributing it to Aspall's on and off-trade customers. This will release the space on site previously used for warehousing, for product development.

Barry Chevallier Guild, Aspall director, says: "Outsourcing warehousing and distribution will enable us to respond to the ever-increasing demand for our brands. The distribution partnership allows us to focus on what we do best – consistently producing the highest quality cyder and vinegar possible – while Anglia Freight ensures customers receive a first-class delivery service.

"Environmentally, Anglia Freight was the obvious choice as its depot in Eye is only six miles from Aspall, and as a small Suffolk family business, its philosophy is very similar to that of Aspall."

The partnership forms part of Aspall's target to double the size of the business over the next five years, which will include tripling the speed of bottling lines and increasing cyder and vinegar production facilities at its site in Debenham. The cyder specialist is also expanding its organic orchards from its current 90 acres.

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 East Anglian orchards and works with the region's apple growers to ensure long-term sustainability.

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- 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 market, and more recently, in France. Anglia Freight is not currently responsible for Aspall distribution abroad.
- Every batch of Aspall cyder is tested and passed by a family member before being bottled.
- Aspall Organic Cyder Vinegar is produced from the juice of 100 per cent freshly pressed English apples and, using a unique process, is gently fermented, matured and bottled unpasteurised.
- As founder members of the Soil Association in 1946, Aspall was the first to produce organic cyder vinegar in the UK, stamped with Soil Association approval in 1973.