



Photo caption:  
Left: Barry Chevallier Guild  
Right: Henry Chevallier Guild

## **Aspall directors appointed top seats**

Barry and Henry Chevallier Guild, brothers and directors of super premium cyder producer Aspall Suffolk Cyder, have been appointed top positions in cider and vinegar associations, in recognition of their huge experience in the sectors.

Henry has been elected vice chair of the National Association of Cider Makers (NACM), the governing body of the UK's cider and perry industry. His role will be to support the new chair, Fenella Tyler (previously vice chair) and in 2009, progress to chair.

Henry says: "It is a huge privilege to be appointed vice chair and ultimately chair of the NACM, especially at such an exciting time for the industry. I'm looking forward to supporting Fenella Tyler in her role as chair.

"I hope to bring to the role my experience of developing and growing our super-premium cyder, Aspall Suffolk Cyder, a journey that I hope will be useful in addressing the needs of the whole range of cider makers within – and without – the NACM."

Simon Russell, spokesman for the NACM, says: "It is great news that Henry Chevallier Guild has taken on the role of vice chairman. He has supported the association and been a member of the executive for many years. His family has a

great tradition of cider making and I am sure he will be a real asset to the organisation.”

Barry has been appointed 2nd vice president of the Comité Permanent International Du Vinaigre (the Permanent International Vinegar Committee), known as the CPIV. In his role Barry is 2nd vice president for two years, president for a further two years, and finally in 2010, will become 1<sup>st</sup> vice president.

The CPIV is the European association for vinegar producers. It supports the producers by promoting their products and voicing their interests and concerns to the European Union, as well as international institutions and organisations. It provides and monitors information on vinegar in the scientific, legislative, technological and economic fields and helps provide standards for the quality of the category.

Barry says: “We have been involved with the CPIV since my father established vinegar production as an important part of our business in the 1970s.

“We are the leading supplier of speciality vinegar in the UK and determined to shape the sector’s future. I will use my appointment to share my knowledge abroad and also benefit the UK trade with my learnings from overseas to the UK.”

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.

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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