

1880



Introduction to Westons Cider



1880



OUR GOAL...

...TO BE THE
NUMBER 1
PREMIUM QUALITY
CIDER MAKER IN
THE UK &
INTERNATIONALLY

Helen Thomas, Managing Director & Fourth Generation Family Member



WHAT MAKES WESTONS SPECIAL?



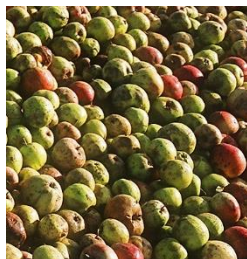
Being an independent family cider maker, since 1880



Ageing or slowly maturing our ciders



Extensively using traditional old oak vats



Pressing all our own fruit



Innovating using traditional cider-making techniques



Committed to leading in organic cider making

CIDER MAKING PROCESS



1. HARVESTING



2. WASHING



3. MILLING



4. PRESSING



5. FERMENTATION & MATURATION



6. FERMENTATION & MATURATION



7. FILTRATION & BLENDING



8. BOTTLED & CANNED



9. KEGGED



10. DELIVERED

We make our cider the same way today that we always have, just on a larger scale.
We have absolute control of all steps from apple to glass

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WESTONS CIDER EST. 1880

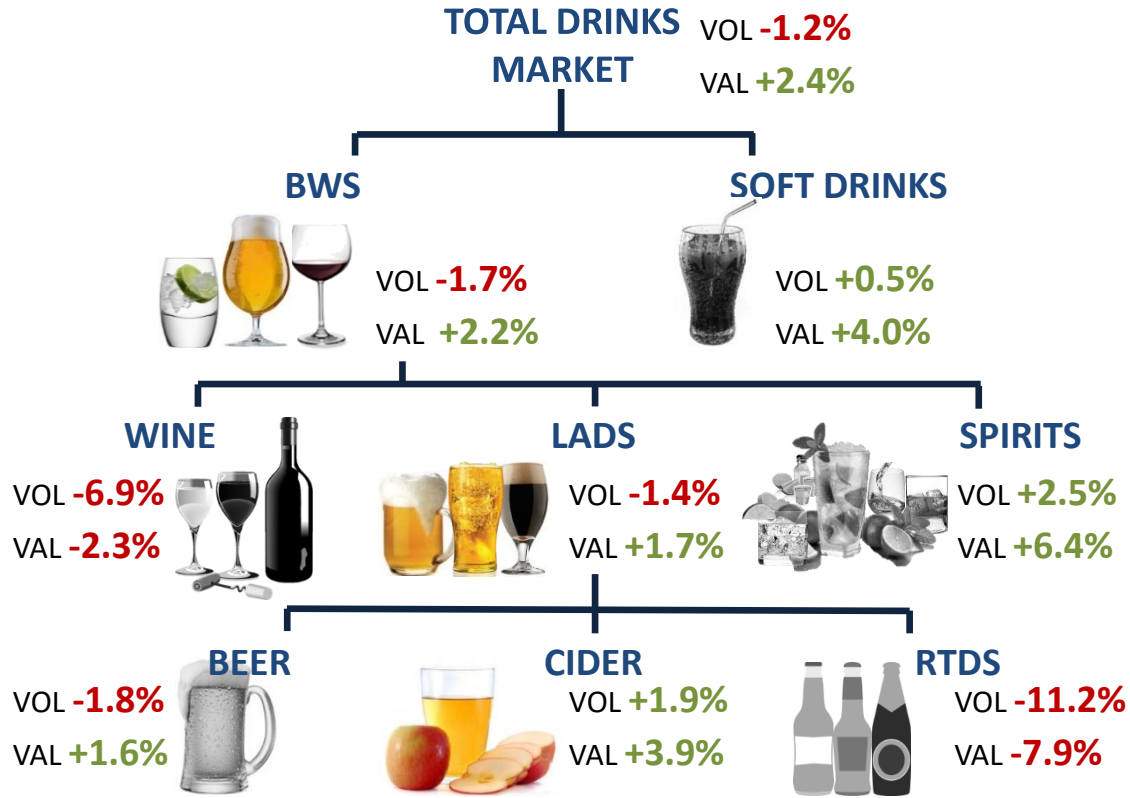


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On-Trade Cider Category

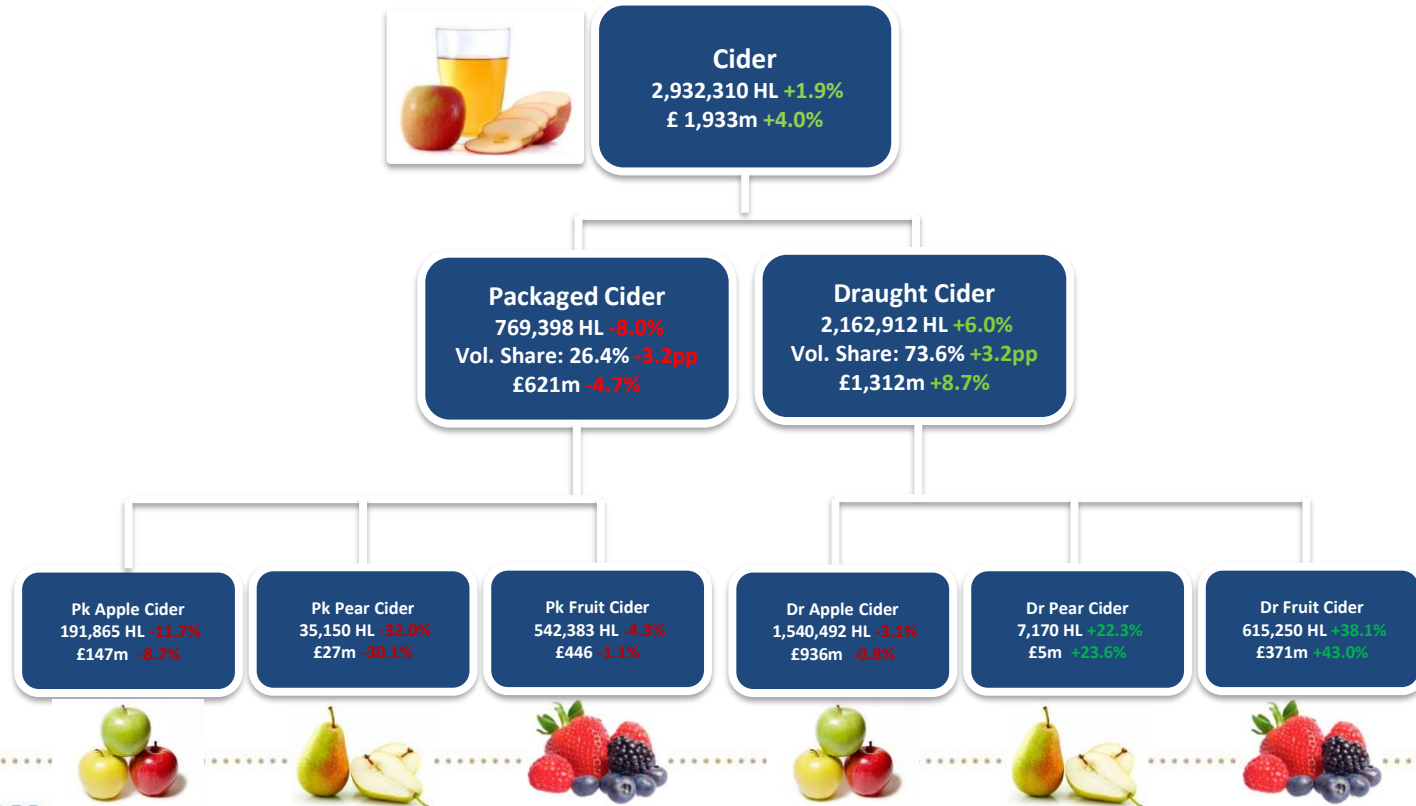


DRINKS MARKET PERFORMANCE



How are Cider categories performing?

Draught Cider continues to be the sole driver of Cider Category growth, responsible for Cider's modest volume and stronger value growth. Within Draught Cider, Standard and Fruit Cider are the categories in the highest volume growth, explained mainly by the strong growth of Strongbow Dark Fruits.



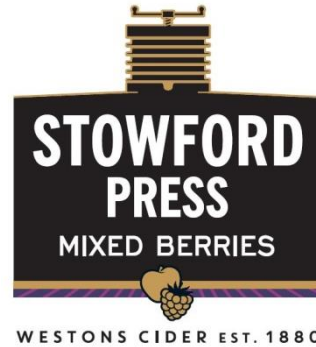
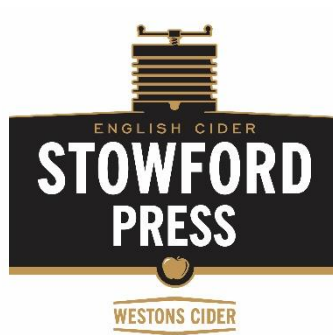
Top 10 Draught Cider Brands



Stowford Press Pint Price reflects its 'best of the mainstream' positioning
 Magners price erosion showing signs of bottoming out

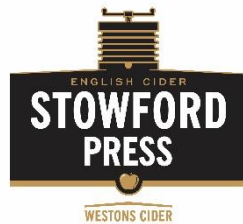


STOWFORD PRESS & CAPLE RD



STOWFORD PRESS (4.5% abv)

100% LOCAL HOME-PRESS APPLES



The UK's 3rd largest draught apple cider brand. Made from 100% home-pressed apples and slowly matured for a richer, more refreshing cider.

SEE: Pale straw, light & luminous

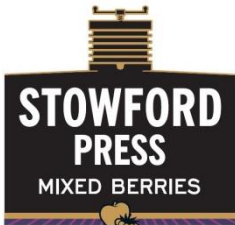
SMELL: A cidery, cider fruit aroma, developed during the slow maturation

TASTE: A refreshing medium-dry sparkling cider that is bursting with the delicious flavou of crisp cider apples

SWEET: 🍏🍏🍏🍏🍏



STOWFORD PRESS MIXED BERRIES (4% abv)



WESTONS CIDER EST. 1880



The UK's 3rd largest draught apple cider brand is now available with the addition of juicy & fragrant mixed berries.

- SEE: Rich, deep berry coloured
- SMELL: A hint of cider apple with which follows into a deep aroma of mixed berries, fragrant strawberry & fresh forest fruits.
- TASTE: A refreshing sparkling fruit cider that is bursting with the delicious flavour of crisp cider apples & sweet berries
- SWEET:



100% LOCAL HOME-PRESSED APPLES

CAPLE RD. (5.2% abv)

CAPLE RD
WESTONS CIDER *Independent* Cider
SINCE 1880



Uncompromising cider, with taste and flavour at its heart. Slowly fermented fresh pressed apple juice - no concentrate. Matured for up to 18 months to deliver a rich, challenging & complex flavour.

SEE: Sparkling, clear & dark amber in colour

SMELL: Full bodied, with oaky notes

TASTE: Challenging yet refreshing with a full bodied apple flavour and subtle notes of leather

SWEET: 🍏🍏🍏🍏🍏



Guy Lawrence
Caple Rd.
Cider Maker
(5th Generation
Family Member)



HENRY WESTONS BOTTLE RANGE



Crafted from apples of single year's harvest, slowly matured in aged oak vats to deliver a cider of exceptional character.

SEE: Golden, pale-straw

SMELL: Rich & fruity aroma

TASTE: Smooth and rounded, bursting with fruit and a long lingering finish

SWEET: 



UK's No 1 glass bottled apple cider



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Thank you...

