

# CIDER HOUSE COLLECTION



the experience matters

*Matthen Clark*

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## Introduction

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### Introducing our new Cider House Collection...

Cider has gone from strength to strength in the last 12 months **growing 2.2% in volume** with premium cider making up over **30% of the market**. This still leaves a huge opportunity to provide your customers with a wider choice of styles and flavours of premium cider.

Once again we have searched the globe to bring you the best of the UK and beyond including **Mela Rossa** from Italy and **La Chouette** from Northern France. From the UK we are proud to bring you **Copse House** who hale from Dorset and **Orchard Thieves** from Herefordshire. Fruit ciders don't all come from Sweden, and we have some amazing flavours from the great Scots at **Thistly Cross** and **Maeloc** in Spain.

After the success of **Caple Rd** cans we have also included for the first time **Caple Rd** in kegs along with **Weston's** new canned fruit ciders with UK favourites like rhubarb - a real taste of summer. To support all these new ciders and to maximise your sales we have also included a section on **cider and food matching** with the help of the gents at **Aspall**, check out **page 74-75** for details.

We believe one of the hot trends for the next 12 months will be hopped cider. Bridging the gap between craft beer and cider - we have brought you two! **Zeffer** from New Zealand and **St Louis** a collaboration between Sandford Orchards and Schlafly Brewery of St Louis, USA.

Not sure on your sweets, sharps or bittersweets? Then check out the **apple guide on page 06-07** to understand how the true art of great cider is the blending to produce a mix of styles, perfectly demonstrated in our **style guide on page 08-09**.

**We really hope you enjoy our new Cider House Collection and as always welcome any feedback.**

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**Cider market**

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Key industry figures see Craft Cider as one of the **top 10 drinks trends** for 2017<sup>2</sup>

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Total cider volume  
**3.1m 9L**  
(+2.2% YoY)<sup>1</sup>

Total cider value  
**£1,812m**  
(+2.8% YoY)<sup>1</sup>

**787m** litres of cider are consumed a year in the UK, that's the same volume as nine Royal Albert Halls<sup>3</sup>



**61 thousand bottles**

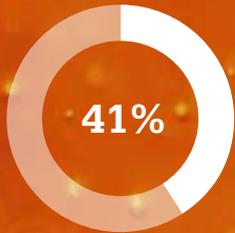
of premium cider sold every day in the On-Trade<sup>1</sup>

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**10,900** jobs depend on the UK cider industry<sup>3</sup>

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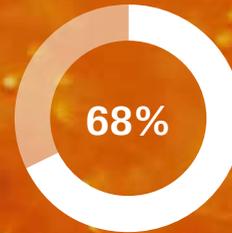
**£1.5m** spent on Premium Packaged Cider every day in the On-Trade<sup>1</sup>



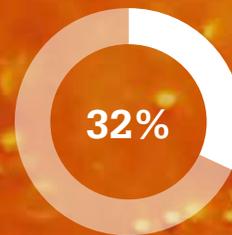
of cider drinkers  
consume both draught  
and bottled cider <sup>5</sup>



**53%** of cider  
drinkers are  
**male** and **47%**  
**female** <sup>4</sup>



of On-Trade volume  
is **draught** <sup>4</sup>



of On-Trade volume  
is sold in **bottles**  
and **cans** <sup>4</sup>

<sup>1</sup>CGA Strategy P12 MAT to 03/12/2016 <sup>2</sup>CGA Business Leaders Survey 2017  
<sup>3</sup>Sources – IRI, NACM, CGA Strategy <sup>4</sup>Sources: CGA Strategy <sup>5</sup>Sources: CGA Peach, CGA Strategy

## Cider apple classification

Apples used for cider production can be split in to four basic styles, each providing the cider with a unique flavour characteristic.

### Bittersweets

Low in acid, high in tannin. Tannins can provide a drying effect or make your teeth feel 'fuzzy'.

**Examples of these apples would be:** Dabinett or Yarlington Mill

### Bittersharps

High acid, high tannins. Helping to lift a cider and awaken the palate.

**Examples of these apples would be:** Kingston Black or Foxwhelp

### Sharps

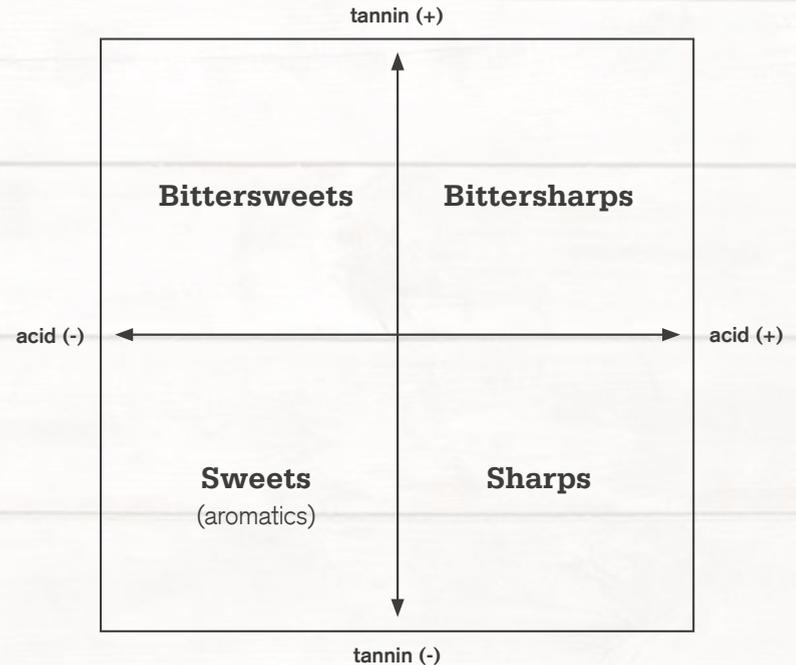
Low sugar, high acid, low tannins. Sharp apples provide tartness to a cider, the acid also helps to age a cider.

**Examples of these apples would be:** Bramleys Seedling or Brown's Apple

### Sweets

High sugar, low acid, low tannins. Most of the apples in your local supermarket fall into the 'sweets' category, more commonly know as eating apples.

**Examples of these apples would be:** Golden Delicious, Gala or Braeburn





08.

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Full range by style

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Dry



Medium dry



Medium



Sweet 



Fruit 



Cloudy 



Hopped 



10.

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## Production

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### 1. Harvest

Cider making starts with the picking of the apples in the autumn. This is either done by hand or a tree shaker. Once picked they are stored until required.



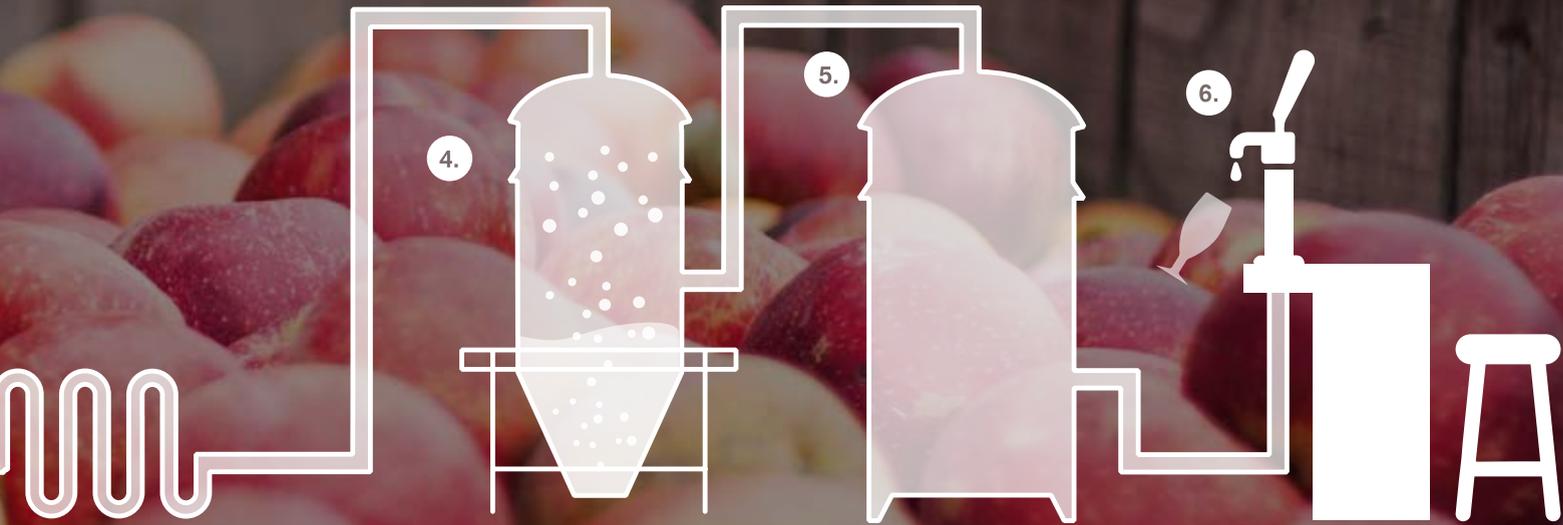
### 2. Press

The apples are crushed to a pulp; this is then placed in a cider press to extract the juice.



### 3. Ferment

The juice is then fermented using wild yeast in barrels or tanks. This process will start after two days and can take up to two weeks.



#### 4. Mature

When fermentation is over, depending on the style, the cider may be matured for five to six months.

#### 5. Blend

The cider is blended with new and old ciders to moderate any excessive changes; thus maintaining a consistent flavour profile year on year.

#### 6. Package

The finished cider is then packaged into bottle, can, keg or bag in box ready to be enjoyed!

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## England

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Dating back to the Roman times, cider production in England is both vast and varied with **over 2000 apple varieties** grown and cultivated. There are two main traditions in cider production in the UK - the West Country tradition and the eastern Kent and East Anglia tradition, both of which we have great examples of in our range.





**1. Suffolk**  
Aspall Cyder  
Waddlegoose

**2. Devon**  
Sandford Orchards

**3. Cornwall**  
Cornish Orchards

**4. Kent**  
Curious

**5. Somerset**  
Cidersmiths  
Orchard Pig  
Thatchers  
Addlestones

**6. Dorset**  
Copse House

**7. Herefordshire**  
Bad Apple  
Orchard Thieves  
Westons Cider

14.

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## Addlestones

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### Pressed in: Somerset

Our workers are never penned in to one way of doing things. Take Bob Chaplin, our Master Cider Maker. Bob is always exploring and experimenting.

"Back in 1986 I wanted to see if I could create a premium cloudy cider, something that wasn't around at the time." says Bob.

It was Bob's innovative approach to cider-making that led him to create this unfiltered, twice fermented craft cider.



### Addlestones

**Size: 45ltr**

**ABV: 5.2%**

Apples: Bittersweet

Style: Cloudy

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*Crafted from the finest locally sourced bittersweet apples. Twice fermented but never filtered to deliver a distinct lightly cloudy finish.*

Addlestones is 100% English cider with true English origin.

*Perfect with: Soft cheeses and spicy BBQ meats.*

\*Images not proportional



Product Range // England

## Aspall Cyder

### Pressed in: Suffolk

Aspall is an independent family run business. The Chevallier Guild family began crafting cyders in Suffolk in 1728. Now with Barry & Henry Chevallier Guild, 8th generation family, Aspall remains dedicated to the values and exacting quality standards laid down by Clement Chevallier Guild in 1728. The family's love of apples is matched only by their pride in the artisanal craft of cyder-making.



### Aspall Suffolk Draught

**Size:** 12 x 330ml | 12 x 500ml | 50ltr

**ABV:** 5.5%

Apples: Culinary apples such as Gala, Cox, Russet, Jonagold, Braeburn. Bittersweet apples such as Dabinett, Tremlett's Bitter, Yarlington Mill.

Style: Medium-dry

*Floral appley aroma with a lovely mouth filling mousse. Both fruity and thirst quenching. A dry cyder with a complexity that enhances its long finish.*

Created to celebrate 275 years cyder making by 8th generation brothers Barry & Henry Chevallier Guild.

*Perfect with: Sweet and sour pork, mild curries, chicken with tomatoes and sweet red peppers, Bramley apple pie.*

\*Images not proportional



## Harry Sparrow

**Size: 12 x 500ml | 50ltr**

**ABV: 4.6%**

Apples: Culinary apples such as Gala, Cox, Russet, Jonagold, Braeburn. Bittersweet apples such as Dabinett, Tremlett's Bitter, Yarlington Mill.

Style: Medium-dry

*Medium-dry and sessionable with a floral aroma and cedar overtones of apples. Mid-golden to amber in colour.*

Harry Sparrow was employed at Aspell 1910-1956 he combined Suffolk charm with French cyder making heritage.

*Perfect with: Green Thai curry, Moroccan tagine, braised beef and red cabbage, green salad with feta cheese.*



## Premier Cru

**Size: 12 x 500ml**

**ABV: 7.0%**

Apples: Culinary apples such as Gala, Cox, Russet, Jonagold, Braeburn. Bittersweet apples such as Dabinett, Tremlett's Bitter, Yarlington Mill.

Style: Dry

*Dry, round, creamy with an elegant long finish. Mid straw-gold colour. Light aroma of dessert apples. Good balance of acidity with pleasant soft tannins.*

The first cyder produced by Barry & Henry Chevallier Guild. Seven years in creation and still their favourite drink.

*Perfect with: Roast pork garlic and sage, chilli con carne, rogan josh, red leicester & white Stilton.*



## Peronelle's Blush

**Size: 12 x 500ml**

**ABV: 4.1%**

Apples: Culinary apples such as Gala, Cox, Russet, Jonagold, Braeburn.

Style: Fruit

*Attractive apple and blackberry define a sweetish palate. Good acid balance and a long soft fruit finish. Bright salmon pink colour.*

Inspired by Peronelle Chevallier Guild who loved foraging for blackberries in hedgerows at Aspell.

*Perfect with: Duck and hoisin sauce, sharp puddings such as tarte au citron and gooseberry fool.*



## Isabel's Berry

**Size: 12 x 500ml**

**ABV: 3.8%**

Apples: Culinary apples such as Gala, Cox, Russet, Jonagold, Braeburn.

Style: Fruit

*Sweet and good acid balance. A lingering aftertaste of redcurrant and raspberry. Attractive deep red colour. Light and refreshing.*

A tribute to Isabel Chevallier Guild often found in the walled gardens at Aspell tending to her berry plants.

*Perfect with: Fresh fruit salads, gooseberry crumble, summer pudding, cherry clafoutis and white Stilton.*

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## Bad Apple

### Pressed in: Ledbury, Herefordshire

Apples and cider shouldn't all be about sweetness and sunshine as there's a darker side to apples. The apples used in cider making are ugly little devils and these are the Bad Apples we embrace. We love the unloved ones, as blended together with our skilful fermentation process, these apples produce an intriguing cider. We believe the world deserves a cider from the uglier, darker end of the orchard.



### Bad Apple Cider

**Size: 50ltr**

**ABV: 5.1%**

Apples: Various

Style: Medium Dry

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*A tangy, fresh-apple and blossom scent, alongside flavours of sweet, spicy apples, balanced with a crisp, dry mouthfeel and lingering oak taste.*

Blends four distinctive cider fermentations to produce an intriguing cider.

*Perfect with: Ideal with charcuterie, spicy oriental salads and artisan cheeses.*

\*Images not proportional

**“It is indeed bad to eat apples.  
It’s better to turn them into cider.”**

Ben Franklin

## Copse House

### Pressed in: Sandley, Dorset

Just a few hedgerows away, our neighbours in Somerset are famous for their cider. But around 100 years ago cider was a real currency in Dorset, with Gillingham being home to a thriving community of apple growers.

At Copse House Cider, we're bringing this heritage home by reviving over 300 acres of farmland on Kine Bush Farm in Sandley, giving rise to orchards that yield some of the counties' finest apples and pears. We're incredibly proud to be opening up the hidden nature of Dorset cider once again, encouraging others to follow.

To symbolise this cider renaissance, our unique key icon invites you to discover the fruits of our labour. Have you found the hidden apples in our tree? This is the key to Copse House, where our passion for cider making lives.

This is the key to beautiful Dorset cider.

\*Images not proportional



### Copse House Cider Landshire Medium

**Size:** 12 x 500ml

**ABV:** 4.5%

Apples: Cider Apples

Style: Medium

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*Crafted for those who enjoy a slightly lighter finish, Landshire sparkling 4.5% cider shares the delicious taste and craft of the original.*

There's 14 different traditional varieties blended to create the unique taste of landshire medium.

*Perfect with: A blue cheese bacon topped burger.*



## Cope House Cider Landshire Medium Dry

**Size:** 12 x 500ml

**ABV:** 6.0%

Apples: Cider Apples

Style: Medium Dry

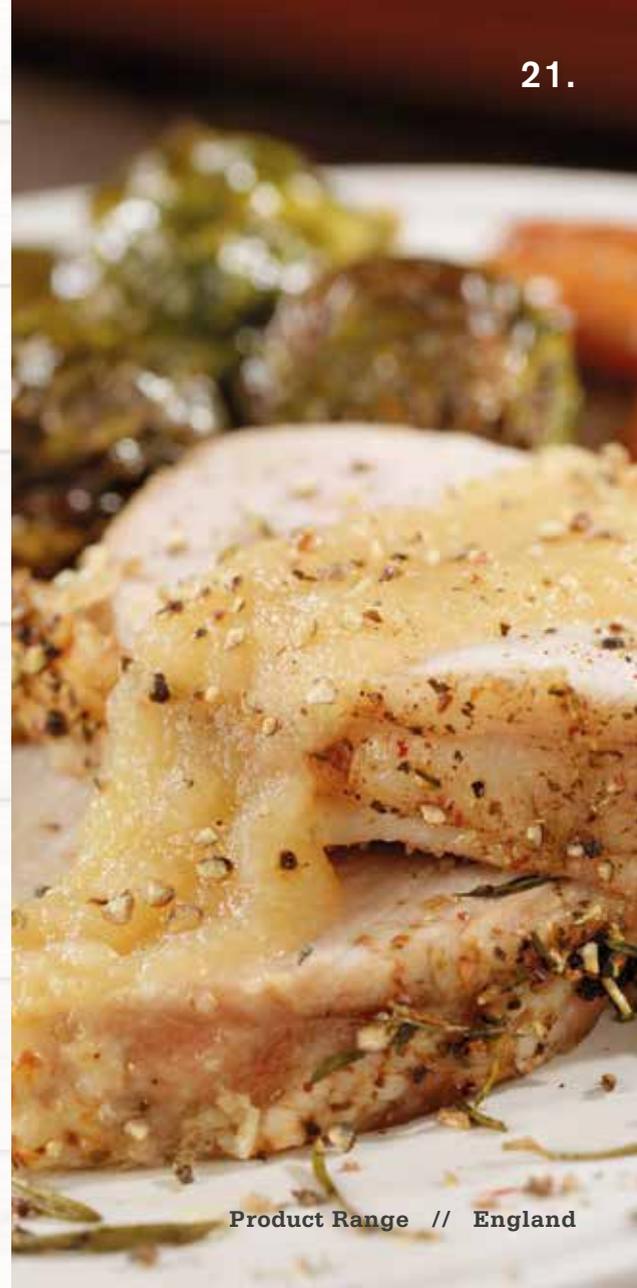
*Our sparkling Landshire medium-dry cider embraces the rich characteristics of our still variety, but with a slightly lighter and sweeter finish.*

We also use rare hybrid varieties of cider apples crossed with dessert apples to make the perfect cider.

*Perfect with: We love this cider with roasted pork and fresh apple sauce, home-made of course.*



Farm workers' wages in earlier times included **four pints of cider a day.**



## Cornish Orchards

### Pressed in: Duloe, Cornwall

Cornish Orchards' business is about respect and balance. We create award winning, premium ciders and juices, using traditional craft practices, produced to modern, exacting standards. Each autumn, the apples arrive, full of flavours, sweetness and juice. It is the job of Cornish Orchards to ensure all this goodness is captured, fermented and blended into our delicious range of ciders.



### Cornish Orchards Gold

**Size:** 12 x 330ml | 12 x 500ml | 50ltr

**ABV:** bottles 5.0%, keg 4.5%

Apples: Bittersweet & Dessert

Style: Medium

*The immensely refreshing cider has a light Champagne sparkle with fruity apple tones and a long dry finish.*

Fermented using 100% fresh apples for a natural, fruity taste.

*Perfect with: Fish and chips, slow-cooked belly of pork, bangers and mash, tandoori chicken.*

## Cornish Orchards Blush



**Size:** 12 x 330ml | 12 x 500ml | 30ltr

**ABV:** 4.0%

Apples: Dessert

Style: Fruit

*An exceptional, gently sparkling cider with a fruity aroma of fresh raspberries and a crisp dessert apple finish. A fruity well-balanced cider.*

A perfect substitution for rosé wine or as a celebratory drink in champagne flutes.

*Perfect with: Chocolate or berry desserts, such as chocolate tart or Eton mess.*

## Cornish Orchards Heritage



**Size:** 12 x 500ml

**ABV:** 5.0%

Apples: Bittersweet

Style: Medium

*A refreshing, gently sparkling cider with the ripe fruit flavours of bittersweet apples. A true celebration of heritage, tradition and biodiversity.*

Produced from traditional apple varieties such as Cornish Longstem and Tommy Knight.

*Perfect with: Traditional roast chicken or pork; rogan josh.*

## Cornish Orchards Vintage



**Size:** 12 x 500ml

**ABV:** 7.2%

Apples: Bittersweet & Dessert

Style: Medium Dry

*A connoisseur's cider, medium dry and light sparkling. This classic cider is matured over the winter months to bestow vintage qualities.*

Created from apples selected for their soft tannins and traditional flavour.

*Perfect with: Beef stew, game pie, a great accompaniment to a cheese board.*



In the 19th Century cider was advertised as a **cure for the gout and other illnesses.**

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## Curious

### Pressed in: Kent

"Having tasted a large number of ciders on the market I had come to the conclusion that I wasn't a big fan of cider! There are generally considered to be two main types of cider; the first being commercial ciders made from 30% juice, enriched with concentrates and sweeteners and diluted with water. Although often sickly sweet and synthetic, they are often technically very clean tasting. The second are artisan ciders made from single apple varieties, no added water and all about the provenance, however these are often let down by the lack of available technology.

My objective became to combine the two techniques to create a hand-crafted quality cider using the advanced technology available and guess what...I've now found a cider I love!"

#### Josh Donaghay-Spire

Chapel Down winemaker turned Curious Apple cider maker

\*Images not proportional



### Curious Apple

**Size: 12 x 330ml**

**ABV: 5.2%**

Apples: Rubens

Style: Medium

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*Crisp, fresh aromas of hand-picked Rubens apple are the hallmark of this cider. Delicate Galia melon, elderflower, citrus and kiwi can be found.*

The cider is fermented with the same yeast used for their fragrant and aromatic Bacchus white wine.

*Perfect with: Shellfish or Thai food in particular.*

**“Give me yesterday’s bread, this  
day’s flesh and last year’s cider”**

Benjamin Franklin



## Cidersmiths

### Pressed in: Taunton, Somerset

Two friends from school days, Phil and Will, set out to create a craft cider they were proud to call their own. Cidersmiths' strong principles of not using concentrate, knowing the provenance of their apples and making cider in a truly sustainable way are really important and hold true across the whole range. Ciders are characterful yet sessionable.



### Cidersmiths Harry Masters' Jersey

**Size:** 12 x 500ml | 24 x 330ml | 50ltr  
**ABV:** 4.5%

Apples: Bittersweet  
 Style: Medium

*Made from the bittersweet cider apple raised by Harry Masters in the 1800s, a medium sweet blend with a refreshing taste rich with tones of tannin.*

Harry Masters' was a famous Somerset nurseryman cultivating many apple types.

*Perfect with: Chicken, pasta, fish, soft cheeses.*

\*Images not proportional



### Cidersmiths Sixpointsix

**Size:** 12 x 500ml

**ABV:** 6.6%

Apples: Cider

Style: Medium

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*Using only the best apples, oak casked to add depth of flavour and the character. Creamy, vanilla tones of the cask with a tannin-rich cider taste.*

Vintage apples always come from a single year's harvest.

*Perfect with: Spicy food, blue cheese.*



### Cidersmiths Bristol Draught

**Size:** 12 x 500ml | 50ltr

**ABV:** 5.5%

Apples: Cider

Style: Medium-dry

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*A crisp blend of finest Somerset apples, slightly more body than most with a richness and depth appreciated by the most discerning cider drinkers.*

In terms of per capita consumption, Bristol is the cider drinking capital city of the world.

*Perfect with: Pork, beef, cheese, cold meats such as salami.*



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## Orchard Pig

### Pressed in: Glastonbury, Somerset

Based at West Bradley Orchards just outside Glastonbury. It all started in the noughties when Andrew and Neil were devouring their homemade cider and a hog roast with friends. Who knew apples from Somerset orchards make the best tasting cider. Following this happy discovery Orchard Pig was born out of a love for great cider, great food and Old Spot pigs, the original Orchard Pigs.



### Orchard Pig Reveller

**Size:** 12 x 500ml | 24 x 440ml | 50ltr

**ABV:** 4.5%

Apples: Bittersweet

Style: Medium

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*A celebration of Somerset. Crisp, refreshing and lightly sparkling cider with a tangy note of freshly squeezed lime - less bubbles means more apples.*

Wanting a more quaffable Orchard Pig, add home-grown apple juice to our 6% cider. Reveller was born!

*Perfect with: Great on it's own, or anything you wish. It's easy drinking...*

\*Images not proportional



### Orchard Pig Truffler

**Size: 12 x 500ml**

**ABV: 6.0%**

Apples: Bittersweet

Style: Dry

---

*This will put the curl in your tail. Gently sparkling Somerset cider, aromatic tannins - balanced, bittersweet finish from West Country cider apples.*

Voted wine of the show at 'Laithwaites Vintage Wine Festival' beating 300 other wine producers.

*Perfect with: A hearty roast.*



### Orchard Pig Charmer

**Size: 12 x 500ml**

**ABV: 6.0%**

Apples: Bittersweet

Style: Medium

---

*Rich aromas of deep tannins from West Country cider apples! A gentle sparkle with mellow apple sweetness, a citrus tang and a crisp refreshing finish.*

The original blend, a real Somerset cider with great character and body.

*Perfect with: A Beef Wellington, but most oven cooked meats.*



### Orchard Pig Explorer

**Size: 20ltr**

**ABV: 4.5%**

Apples: Bittersweet

Style: Medium

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*Savour the bittersweet richness followed by lingering sweetness of ripe fruit, including notes of the dark autumn berries from the hedgerow.*

This is the same blend as Reveller, just less filtered and no bubbles. Real drinkable scrumpy!

*Perfect with: Light cheeses, light meats and charcuterie.*



### Orchard Pig Hogfather

**Size: 20ltr**

**ABV: 7.4%**

Apples: Bittersweet

Style: Medium

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*Well here's the Pig Daddy...at 7.4% not for the faint hearted...savour the Somerset cider apples in this one.*

Sneaky...very sneaky...it's 7.4%, but you will never know it.

*Perfect with: Chargrilled and seasoned meats.*

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## Orchard Thieves

### Pressed in: Hereford

Stealthy by nature, the fox has been known to sneak into our orchards late at night, hunting the most delicious apples from our Herefordshire homeland. Now we're stepping in, using our wily friends' favourite fruit to craft a tasty apple cider that is crisp and refreshing, full of flavour to the last sip...



### Orchard Thieves Cider

**Size:** 12 x 330ml | 30ltr

**ABV:** 4.5%

Apples: Bittersweet

Style: Medium

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*A rich and refreshing balanced apple cider.*

Made from the fox's favourite fruit, only the juiciest bittersweet apples go into Orchard Thieves.

*Perfect with: Mayonnaise, everything tastes great with mayonnaise...*

\*Images not proportional



## Sandford Orchards

### Pressed in: Crediton, Devon

Sandford Orchards is a craft cidemaker dedicated to producing outstanding Devon cider for the modern drinker. With 200 acres of unsprayed heritage orchards we are passionate about showcasing incredible British cider apples. Our uncompromising pursuit of quality means we adhere to a strict set of production values, interpreted in our state of the art cider mill, to craft our award winning range.



### Sandford Devon Red

**Size: 12 x 500ml | 50ltr**

**ABV: 4.5%**

Apples: Farmers Glory, Dabinett,

Sweet Alford

Style: Medium

*Always fermented from freshly pressed cider apples. Devon Red is a perfectly balanced, medium cider, as nature intended crafted for the modern palate.*

Devon red is named after the rich red soil that gives our orchards their distinctive quality.

*Perfect with: Chargrilled meats, fragrant curries and cured pork.*

\*Images not proportional



## Sandford Orchards Devon Mist

**Size:** 12 x 500ml | 50ltr

**ABV:** 4.5%

Apples: Yarlington Mill, Tremlett's Bitter, Woodbine

Style: Cloudy

*Made with a unique cider apple blend and never backsweetened with unfiltered juice. The perfect cloudy, session cider with a pure, clean apple finish.*

Our ciders are only fermented from freshly pressed cider apples grown within 30 miles of our press.

*Perfect with: Sausages, Middle Eastern spiced and soft cheeses.*



## Sandford Orchards St Louis Dry-Hopped

**Size:** 24 x 330ml

**ABV:** 5.5%

Apples: Harry Marsters Jersey, Brown's Apple

Hops: Ella, Willamette

Style: Hopped

*Aromatic Ella and Willamette hops, expertly infused with our finest bittersharp cider.*

*Fermented to 5.5% for added richness with a clean hoppy finish.*

A collaboration with Schlafly Brewery of St Louis, USA, pioneers of the US craft beer movement.

*Perfect with: Aromatic Asian cuisine, Tex-Mex, BBQ.*

**EXCLUSIVE**  
TO  
**MATTHEW CLARK**



34.

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## Thatchers

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### Pressed in: Sandford, Somerset

For over 100 years, the Thatcher family has been perfecting the magic that turns apples into cider. At Myrtle Farm, each generation has passed on the cider-making secrets, like encouraging bees to pollinate the apple blossom, or looking after the 150 year old oak vats where the cider matures. Caring about cider runs in the family and people who love cider can taste the care that goes into ours.

\*Images not proportional

### Stan's Big Apple

**Size: 20ltr**

**ABV: 5.0%**

Apples: Bittersweet

Style: Medium Dry

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*This still cider bursts with apple flavours and has a depth of character that only comes from generations of experience.*

Stan Thatcher took over the business in 1937.

*Perfect with: Cheese, pies and bar snacks.*



### Stan's Cheddar Valley

**Size: 20ltr**

**ABV: 6.0%**

Apples: Bittersweet

Style: Cloudy

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*With its distinctive orange hues, this smooth, robust, naturally cloudy cider is a Somerset tradition.*

Stan used to love making draught farmhouse cider, made with a blend of bittersweet apples.

*Perfect with: Cheese, pies and bar snacks.*





### Stan's Traditional

**Size: 20ltr**

**ABV: 6.0%**

Apples: Bittersweet

Style: Dry

*Mellow from the time it spends in our oak vats, naturally hazy from the bittersweet apples carefully chosen for the blend, and full on flavour.*

Many of the skills and tradition we still hold dear today originated with Stan in 1937.

*Perfect with: Cheese, pies and bar snacks.*



Captain Cook carried cider on his ships to **treat his crew for scurvy.**



## Waddlegoose

### Pressed in: Suffolk

Waddlegoose is very much part of the Aspoll family, and gets its name from a small lane just outside Aspoll Hall in Suffolk.

It takes generations of passion and expertise to combine the best of a traditional cyder with a unique and modern twist. That's the beauty of Waddlegoose. Founded in 1728, Aspoll's obsession with apples, quality and taste, makes the transition from traditional to modern completely seamless. Waddlegoose mixes the best of the old with the excitement of the new – straight from the heart of Suffolk.



### Waddlegoose Cyder

**Size: 12 x 500ml | 50ltr**

**ABV: 4.6%**

Apples: Culinary apples such as Gala, Cox, Russet, Jonagold, Braeburn. Bittersweet apples such as Dabinett, Tremlett's Bitter, Yarlington Mill.

Style: Medium-dry

*Sparkling cyder with a fresh apple aroma, kicked up a gear by the inclusion of new varieties. Modern fruits are selected to suit the modern palette.*

Waddlegoose is named after the lane that leads into Aspoll Hall.

*Perfect with: Ideal as an aperitif and as partner to picnic food and Asian cuisine.*

\*Images not proportional



### Waddlegoose Three Berry

**Size:** 12 x 500ml | 50ltr

**ABV:** 3.8%

Apples: Culinary apples such as Gala, Cox, Russet, Jonagold, Braeburn.

Style: Fruit

*Sweet and crisp with a medium-dry body, packed with flavour. Blueberry, blackcurrant and raspberry deliver a fresh and fruity aroma and flavour.*

Waddlegoose is named after the lane that leads into Aspull Hall.

*Perfect with: Ideal as a versatile partner for desserts of any kind.*



It takes about **36 pieces of fruit** to make **one gallon** of the apple cider.



38.

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## Westons Cider

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### Pressed in: Much Marcle, Herefordshire

Weston's Cider was established in 1880 by Henry Weston and since then has been crafting its authentic ciders and perries at The Bounds Cider Mill, deep in the Herefordshire countryside. Weston's continues to make its products in the traditional way that would be recognised by Henry Weston, using the freshly-pressed juice of locally sourced apples and old oak vats to help mature the cider.



### Mortimer's Orchard

**Size: 50ltr**

**ABV: 5.0%**

Apples: Bittersharp, Bittersweet and Sweet  
Style: Medium

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*A superior West Country cider. Light straw in appearance, with a beautifully balanced cider apple flavour, finished with a touch of sweetness.*

Mortimer's Orchard overlooks the remains of the 11th Century castle, built by the Earl of Mortimer.

*Perfect with: A gourmet burger and chips.*

\*Images not proportional



### Caple Rd Cider

**Size: 24 x 330ml | 50ltr**

**ABV: 5.2%**

Apples: Bittersharp, Bittersweet

Style: Medium-dry

*Slowly fermented and matured in both oak and steel for a refined, full-bodied flavour. Oaky, smoky, with subtle notes of leather.*

Slowly fermented from fresh pressed apple juice and matured for up to 18 months.

*Perfect with: Pulled pork, baby-back ribs and pizza.*



### Old Rosie Cloudy Cider

**Size: 20ltr**

**ABV: 7.3%**

Apples: Bittersharp, Bittersweet

Style: Cloudy

*Still, cloudy cider, mid-golden and straw-like, with a wonderful aroma of berry fruits, honey and cider barrels and a beautifully balanced flavour.*

Named after the beloved 1921 steamroller of the same name owned by Weston's.

*Perfect with: Crisply roasted pork and strong English hard cheeses.*



### Rosie's Pig

**Size: 20ltr**

**ABV: 4.8%**

Apples: Bittersharp, Bittersweet

Style: Cloudy

*Still, unfiltered cloudy cider, specially blended to give a fresh apple flavour and hints of citrus and spice.*

Named after the first delivery trucks of Weston's, 'The Pig', which was a pig to start and to drive.

*Perfect with: Pizza and fried chicken.*



### Wyld Wood Organic Cider

**Size: 12 x 500ml**

**ABV: 6.0%**

Apples: Organic cider apples

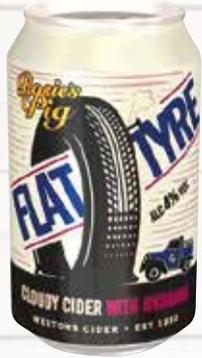
Style: Medium-dry

*Medium-dry, sparkling organic cider, matured in old oak vats for a full-bodied, rich character and with a fresh, clean, yet oaky taste.*

Wyld Wood is the UK's best selling organic cider.

*Perfect with: A great match with curry and all spicy foods.*

40.



### **Rosie's Pig Flat Tyre with Rhubarb**

**Size:** 12 x 330ml

**ABV:** 4.0%

Apples: Bittersharp, Bittersweet

Style: Fruit

---

*Medium-sweet, cloudy, slowly-fermented cider, infused with rhubarb juice. Well-balanced and deliciously moreish with tart finish.*

Made from Rosie's Pig cloudy cider and rhubarb juice.

*Perfect with: Chicken dishes and salads.*



### **Rosie's Pig Handbrake with Damson**

**Size:** 12 x 330ml

**ABV:** 4.0%

Apples: Bittersharp, Bittersweet

Style: Fruit

---

*Medium-sweet, cloudy cider, with a generous helping of fruity damson juice. Hints of cherry and hedgerow fruits and a refreshingly sharp finish.*

Made from Rosie's Pig cloudy cider and damson juice.

*Perfect with: Duck and other game dishes.*





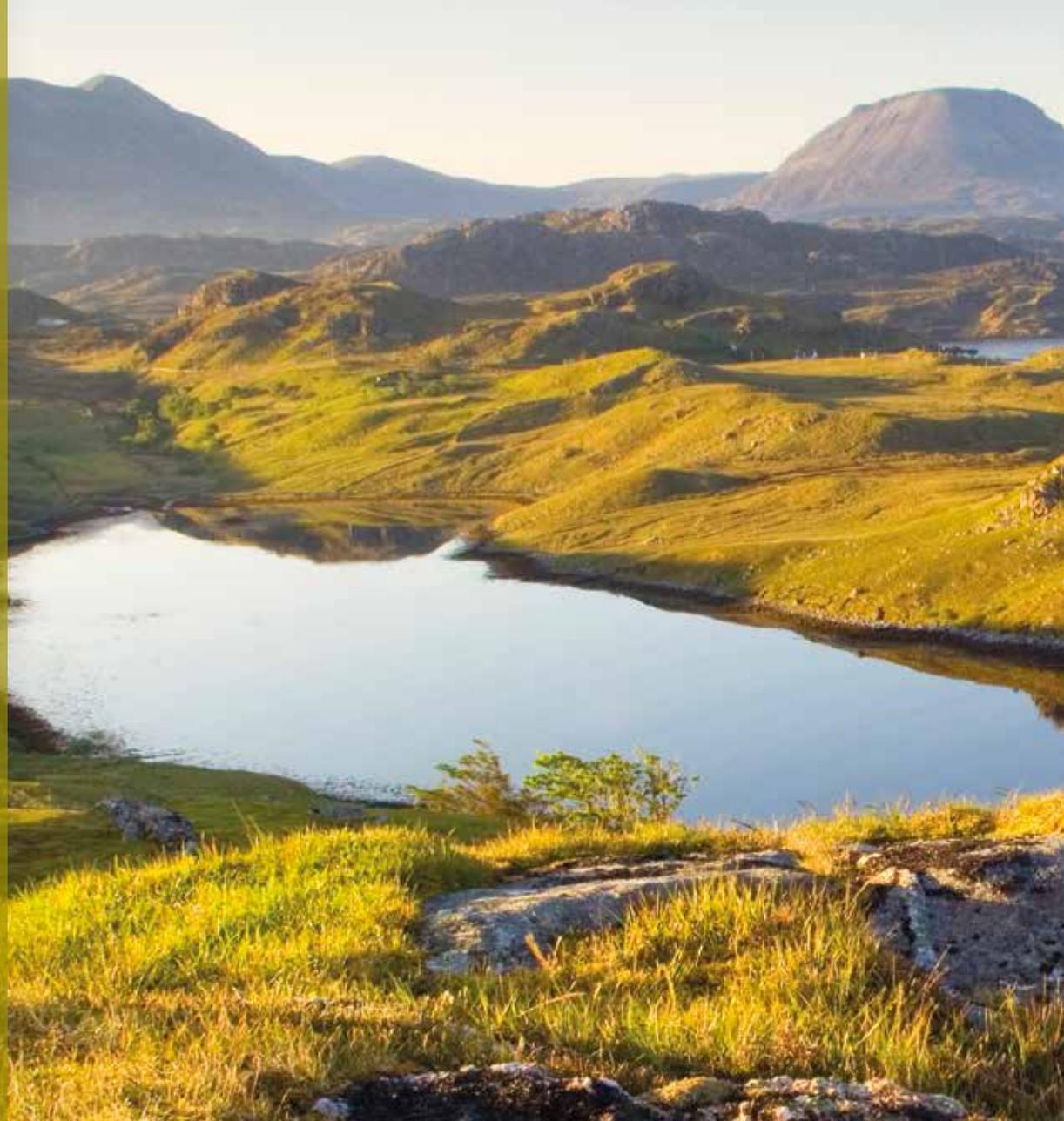
42.

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## Scotland

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History tells us that the Normans brought apple trees north of Hadrian's Wall as their love for cider travelled the length and breadth of the UK. Cider production in Scotland has grown in recent years and we have one of the finest in our range.





1. East Lothian  
Thistly Cross

44.

## Thistly Cross Cider

### Pressed in: Dunbar, East Lothian

Thistly Cross is Scotland's Original Cider, and one of the first and foremost modern **craft ciders** in the world. Hand-pressed on our fruit farm from local fruit, our ciders are slow fermented and long matured for a clean, crisp, natural flavour. Investing in quality ingredients and time spent making the cider properly, creates our award-winning portfolio with international appeal.



### Traditional Cider

Size: 12 x 500ml | 30ltr

ABV: 4.4%

Apples: Scottish

Style: Medium-dry

---

*Rich in the aroma of ripe apples, with a soft mouthfeel from the low acidity and a refreshingly fruity finish.*

A classic golden cider, Traditional is a real thirst quencher on those rare sunny days.

*Perfect with: Seared scallops and crispy pancetta.*

\*Images not proportional



### Original Cider

**Size:** 12 x 500ml

**ABV:** 6.2%

Apples: Scottish

Style: Medium-dry

*This premium farmhouse cider is Scotland's original cider. Carefully handcrafted in small batches with local fruit, it produces a refreshing drink.*

The cider is slow fermented and long matured, giving a smoother complexion than other ciders.

*Perfect with: Steak!*



### Whisky Cask Cider

**Size:** 12 x 500ml

**ABV:** 6.9%

Apples: Scottish

Style: Medium-dry

*A gentle whisky flavour intermingles with a subtle, medium-dry cider, giving way to distinctive, full-bodied oak cask with finishing whisky overtones.*

A cider made potent in Glen Moray casks, offering the flavours of oak with a light, fruity aspect.

*Perfect with: The Thistly MacNab - game, venison and salmon.*



### Real Elderflower Cider

**Size:** 12 x 330ml

**ABV:** 4.0%

Apples: Scottish

Style: Medium

*The astringency of elderflowers bestows a complex flavour laced with fruit notes. Citrus zest combines with apple and a lingering floral sweetness.*

Spiked with real elderflowers, when matured, this cider opens up a new world of flavours.

*Perfect with: A summer berry tart.*



### Real Ginger Cider

**Size:** 12 x 330ml

**ABV:** 4.0%

Apples: Scottish

Style: Medium

*A bright golden cider, that smells like a good ginger beer. A soft mouthfeel with ginger dominating the palate.*

Well-balanced, full-bodied and refreshing, it's infused with real ginger pressed on our apple press.

*Perfect with: Sushi and sashimi.*

46.



### Real Strawberry Cider

Size: 12 x 330ml

ABV: 4.0%

Apples: Scottish

Style: Fruit

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*Real strawberries dominate the aroma, with apple zing. Bittersweet soft fruit notes follow; so many strawberries packed into one glass!*

Made with fresh Scottish strawberries grown on the Thistly Cross fruit farm.

*Perfect with: Sorbet and desserts.*



At one time, **365 different varieties** of cider apples were grown.

“Uncork the cider...  
Sabbath or no!”

Thomas Hardy





48.

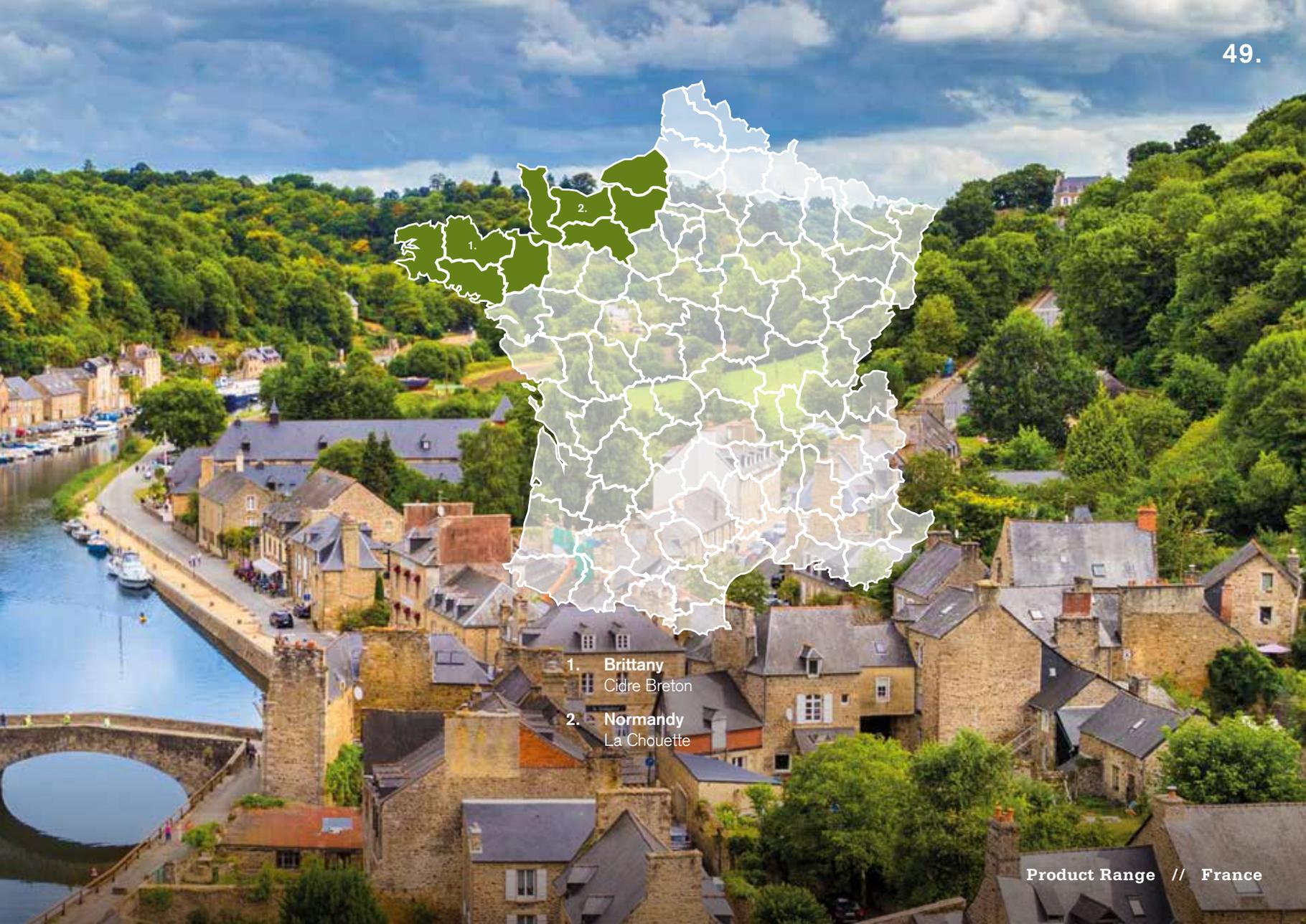
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## France

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France inherited a knowledge of cider production from both the Celtic Gauls and later the Romans, who ruled the country for approximately 500 years. French cidre is produced predominantly in Northern France in areas such as **Normandy** and **Brittany**.





- 1. **Brittany**  
Cidre Breton
- 2. **Normandy**  
La Chouette

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## Cidre Breton

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### Pressed in: Breton

Loïc Raison was the first person to market French grown cidre –starting his business in 1923 in Brittany, France.

Bolée d'Armorique by Loïc Raison is a signature brand, the name Loïc Raison is an emblem of Brittany and the ciders can be considered a part of French heritage (both commercial and cultural).



### Bolee d'Armorique

**Size: 24 x 330ml**

**ABV: 5.0%**

Apples: Kermerrien

Style: Dry

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*Fresh orchard aromas are in abundance from opening. Gentle spiced apple on the nose, lightly sparkling with a clean, refreshing and subtle dry finish.*

A natural cider made solely from fermented apple juice. No added sugar, colours, flavours or water.

*Perfect with: Cold meats, or roast gammon. Also excellent with salads.*

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## La Chouette

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### Pressed in: Normandy

“La Chouette” – which means “The Owl” in French – refers to the surprising bond between the night bird and French cider.

Traditionally, many farmers in the North-West of France made their own cider with apples from their orchards. In fact, cider was made in barns where owls could often be seen dwelling under the roof.

Thus “La Chouette” has always looked after French cider!



### La Chouette

**Size:** 12 x 330ml

**ABV:** 4.5%

Apples: Bittersweet/sharp

Style: Medium

---

*La Chouette crafted fruity flavour, slightly fizzy, slightly tart, with a bitter finish giving La Chouette a complex and balanced flavour profile.*

La Chouette epitomizes the French tradition of cider making.

*Perfect with: Cheese and meats.*

52.

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## Italy

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Cider was once widely produced in Northern Italy's apple growing regions. Due to the introduction of a law banning the industrial production of alcoholic beverages derived from fruits of less than 7% ABV, which was aimed at protecting wine producers, production has only survived in a few alpine locations, mostly in the regions of **Trentino**, and in **Piedmont**.





1. Trentino  
Angioletti

54.

## Angioletti

### Pressed in: Tres, Trentino

Proudly crafted by Matteo Corazzola, in Tres, Trentino, Italy from 100% freshly-pressed juice of Italian apples (no concentrate), Angioletti craft Italian ciders contain no artificial sweeteners, flavourings or colourings. The sparkling style of our ciders comes from 'charmat-method' fermentation. This is the same method as used for Prosecco.



### Mela Rossa

**Size:** 24 x 330ml

**ABV:** 5.0%

Apples: Italian eating apples

Style: Medium-dry

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*Crafted from 100% juice of pre-dominantly red-skinned apples (Mela Rossa); naturally sparkling, delicate and refined, with an elegant crisp finish.*

Angioletti is only made from 100% juice of Italian apples - pressed, fermented and bottled in Italy.

*Perfect with: Great as an aperitif or alongside antipasti.*

\*Images not proportional



56.

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## Spain

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**Northern Spain**, in regions such as Galicia, account for over 80% of all cider production. It's a part of life dating back to around 60BC when Greek geographer Strabo commented on the region. One of the most outstanding characteristics is that cider is poured in very small quantities from a height into a wide glass, with the arm holding the bottle extended upwards and the one holding the glass extended downwards. This technique is called **escanciar un culín**.





1. Galicia  
Maeloc

58.

## Maeloc

### Pressed in: Galicia

This striking cider is a tribute to the 6th century's bishop Maeloc who set up a Britons community in the heart of Galicia and named it 'Britannia'. The Galician region is perfectly captured by the producers of Maeloc Cider. The traditional cider makers only use authentic Galician apples, sourced from 1,000 local growers and ensure the cider is made in the traditional way.



### Maeloc Dry Cider

**Size:** 24 x 330ml

**ABV:** 4.5%

Apples: 20+ Galician Apple Varieties  
(Green & Red)

Style: Dry

---

*The 100% natural process in producing Maeloc gives it a balance and tannic bouquet. Smooth and bitter, reminiscent of the astringency of beer.*

Maeloc has a slight salmon colour due to red apples being used in the production process.

*Perfect with: Strong soft cheese.*

\*Images not proportional



### Maeloc Strawberry Cider

**Size: 24 x 330ml**

**ABV: 4.0%**

Apples: 20+ Galician Apple Varieties

Style: Fruit

---

*Craft fruit cider made using apples only cultivated in Galicia with the addition of the juice from sweet sharp strawberries.*

A small amount of Yuzu (Japanese Citrus fruit) is added to the cider to balance out the sweetness.

*Perfect with: Avocado and strawberry salad, strawberry and cream, fraiser, Eton mess.*



### Maeloc Blackberry Cider

**Size: 24 x 330ml**

**ABV: 4.0%**

Apples: 20+ Galician Apple Varieties

Style: Fruit

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*Craft fruit cider made using apples only cultivated in Galicia with the addition of the juice from fresh blackberries.*

Blackberries don't just give the exacted flavour, but also slight notes for raspberry and cherries.

*Perfect with: Blackberry tart, apple tart, mature hard cheese.*



60.

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USA

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Cider in the US can trace its routes back to the 17th and 18th century emigrants that travelled from the UK. Much of the cider production started on the East coast in places like New York and Washington where many of the apples used are still grown today.





1. New York  
Angry Orchard

2. Wisconsin  
CiderBoys

## Angry Orchard

### Pressed in: Walden, New York

Our search for an exceptional flavour led us to the traditional growing regions of Europe, where we selected bittersweet apples from France and culinary apples from Italy. The Alto Adige region of Italy produces apples with a juicy, luscious ripe character. Their sweetness is balanced by their ripe acidity.



### Angry Orchard Cider

**Size:** 12 x 500ml | 50ltr

**ABV:** 5.0%

Apples: Culinary and bittersweet

Style: Sweet

*A bright, crisp apple flavour, just like biting into a fresh apple. A perfect balance of sweetness and bright acidity from culinary apples and dryness of traditional cider making apples, resulting in a complex, yet refreshing hard cider.*

The cider makers spent 15 years experimenting at their home with 'hard' cider and in 2011 a crisp and refreshing cider was born.

*Perfect with: Pork chops, gammon and eggs.*

\*Images not proportional

## CiderBoys

### Pressed in: Wisconsin

American craft cider, imported from Wisconsin USA. The CiderBoys are basically ordinary guys. Some might consider them nerds. They constantly feed off each other's ideas. They had no money coming in, no product to sell, but what they had was an idea using a truly unique blending proposition. They were smart enough to understand the final verdict would rest on the taste buds of drinkers everywhere. Try a refreshing bottle of CiderBoys hard cider, and you'll experience first hand what the buzz is all about.



### CiderBoys First Press

**Size:** 24 x 355ml | 30ltr

**ABV:** 5.0%

Apples: Washington State Apples

Style: Sweet

*Imported from Wisconsin USA using the finest Washington state apples providing a sweet, crisp and tart bang of uber refreshment.*

Washington State is considered the premier state for apples in the US.

*Perfect with: All food that requires a refreshing bang of flavour.*

64.

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## New Zealand

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Production of cider in New Zealand dates back to the gold miners of the 19th century, who required a way to quench their thirsts. The country grows over **35 varieties of apples** for the purpose of cultivating and producing cider.





1. Matakana  
Zeffer

66.

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## Zeffer

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### Pressed in: Matakana

Our journey began in Matakana in 2009 when our founder Sam decided to try his wine-making hand at making cider. After extensive research we knew the style of cider we liked best. Not just any old 'made from concentrate' cider, we wanted to make real cider from real New Zealand fruit with patience, craft and quality.



### Zeffer Hopped Cider

**Size: 24 x 330ml**

**ABV: 5.8%**

Apples: New Zealand Green Apples

Style: Hopped

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*A deep golden colour with strong and enticing hop aromas. The taste is refreshing with some citrus fruit flavour and a touch of tropical fruit.*

Zeffer is dry hopped with the famous New Zealand 'Nelson' Hop Varieties.

*Perfect with: Seafood and spicy food.*

\*Images not proportional

**“The heat of autumn is  
different from the heat of  
summer. One ripens apples, the  
other turns them to cider.”**

Jane Hirshfield

68.

## Bag in box

### The perfect serve for bag-in-box cider

Our bag-in-box range can be served in three different ways:

1. **On a handpull** - Fitting is easy with a converter kit \*
2. **On the backbar** - Traditional way of serving at room temperature
3. **From the fridge** - For those who prefer chilled cider

### Dispense Temperature

Draught ciders are best served at cellar temperature 12°C



To request a **Westons handpull converter kit** please call 01531 660 143, or email [pos@westons-cider.co.uk](mailto:pos@westons-cider.co.uk)

To request an **Orchard Pig handpull converter kit** please call 01458 851 222, or email [graeme@orchardpig.co.uk](mailto:graeme@orchardpig.co.uk)

To request a **Thatchers handpull converter kit** please call 01934 827 408, or email [installations@thatcherscider.co.uk](mailto:installations@thatcherscider.co.uk)

\* Remember if you're using the Handpull method don't forget to include this line on your weekly line cleaning rota.



70.

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## Design studio

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**Our in-house team design and print over 7000 items every year, Each piece of work is created with enthusiasm, originality and a wealth of experience.**

We're committed to getting the job done professionally and quickly, designing everything on a brief-by-brief basis so you can feel confident that you will get an original and innovative design.

Our Design Studio has become an important and popular part of our service and we have a well-qualified, experienced and talented team of designers at your disposal.

Our experienced designers have undertaken a range of sessions in Menu Engineering to ensure we have the knowledge to maximise profit through your drinks list.

Menu Engineering involves small techniques such as removing the currency sign and highlighting your most profitable serve.

For more information please contact your account manager or visit our website at:

**[www.matthewclark.co.uk](http://www.matthewclark.co.uk)**

“An original & innovative design”





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## Added value and POS

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### POS Support

Once you have your range in place, we can help ensure your customers experience of the Cider House Collection is worth repeating.

We have a range of point of sale available, from back bar displays, tasting glasses and trays, to bar blades and ice buckets.

Please speak to your Account Manager to order.

**Our in-house design team are also available to create bespoke the Cider House Collection POS items such as menus, to help promote your range.**

## Printed items

Examples of print on demand collateral:

1. Z fold
2. Banner
3. Toblerone
4. Four page fold
5. Bottle hanger
6. Poster
7. Tent card

Additional print and digital items are also available.

Please speak to your Account Manager to enquire or order.



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## Cider and food

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### There is an increasing demand from bars and restaurants, customers and consumers alike for recommendations of what cider and food go best together.

Ultimately these recommendations lead to a better experience for everyone involved when drinking cider with food.

Cider and food matching is governed by some key principles, these key principles require an analysis of the key attributes of the food you wish to match a cider with.

These attributes include richness and body, sweetness, acidity, salt, meat content, fish content and fat.

The attributes of the food should be reflected in that of the cider, so for example if a dish is rich and full-bodied, it needs a cider that is rich and full-bodied to go with it.

Here are some examples of where cider and food match, the two should complement each other, giving an altogether better experience when drinking cider with food...

#### **Medium-bodied, crisp, medium-dry**

Works well with fish dishes, sweet and sour pork, mild curries like balti and bhuna, chicken and tomato dishes.

#### **Medium-bodied, medium-dry with a floral aroma**

A great accompaniment for green Thai curry, Moroccan tagine, braised beef and red cabbage, green salad with feta cheese.

#### **Full-bodied, dry**

Works well with roast pork garlic and sage, chilli con carne, rogan josh, red Leicester and white Stilton.

#### **Medium-bodied with a long fruit finish**

Would be complemented best with smoked salmon, duck and hoison sauce, sharp based puddings such as tarte au citron and gooseberry fool.

#### **Medium-bodied, medium-sweet with a good acid balance**

Would go well with fresh fruit salads, gooseberry crumble, summer pudding and cherry clafoutis.

#### **Light-bodied, medium-dry sparkling**

Would sit well as an aperitif or a partner to picnic food and Asian cuisine.

#### **Light-bodied, sweet-flavoured**

Ideal as a versatile partner for desserts of any kind.



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## Glossary of terms

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- ABV** Alcohol by Volume. This is a measurement of the percent of alcohol present in a volume liquid.
- Bittersharps** A class of cider apple varieties valued for high tannin content and high acid content.
- Bittersweets** A class of cider apple varieties valued for high tannin content and high sugar content.
- Blending** Is a process where differing ciders of differing characters are skilfully combined to create a perfectly balanced and consistent product.
- Concentrate** Apple juice which has been dehydrated to form a thick and sweet apple solution. Blended with water and fermented to make cider.
- Dessert Apples** Larger eating apples which have higher acidity but lack astringency. Makes good, but simple cider.
- Dry** A cider which has no sweetness.
- Fermentation** The reaction of the yeast consuming the sugars to produce alcohol.
- Hard Cider** US produced cider. In the US apple juice is known as cider, fermented apple juice becomes hard cider.
- Oak** Wooden barrels used to ferment or age a cider. Can be up to 100 years old.
- Pasteurisation** A process where cider is heated up to high temperatures to kill dangerous bacteria and prolong shelf life.
- Pressing** A process where pressure is applied to the pomace to extract juice. Can be done through basket press, rack and cloth press or membrane press with differing volumes of yield extraction.

- Scrumpy** A very traditional cider which is high in alcohol, high in solids and often left to its own devices. Not for the faint hearted.
- Sharps** Apple varieties grown for high acid alone.
- Sidra** Is the Spanish term for cider.
- Sidro** Is the Italian term for cider.
- Sweets** Apple varieties grown for high sugar alone.
- Tannins** Bitter, astringent substances found in some apples. They give bitterness and complex, earthy flavours, plus drying, tautening and body in the "mouthfeel". They can be derived from the apples or from the oak aging process.
- Vintage** A premium cider made from the current years best apples. Often oak aged and bolder in style.

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## Keep in touch

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### Thanks!

We would like to thank all the cider producers for their supplied information and imagery. Also a big thanks for Aspoll for the content on cider and food matching.

### Keep in touch

Ways to keep in contact with us:

#### Customer Services

- Customer Services - **0344 822 3901**

#### England & Wales

- Matthew Clark, Whitchurch Lane, Whitchurch, Bristol, BS14 0JZ  
**01275 891 400** or visit [www.matthewclark.co.uk](http://www.matthewclark.co.uk) for more information.

#### Scotland

- Matthew Clark, 577 Lawmoor Street, Dixons Blazes  
Industrial Estate, Glasgow G5 0TY  
**0141 429 4711** or visit [www.matthewclark.co.uk](http://www.matthewclark.co.uk) for more information.

#### Telesales

- Central & South West and Wales - **0844 822 3905**  
(serviced by Birmingham, Hedge End and Bedford depots)
- London & South East - **0844 822 3904**  
(serviced by Crayford, Park Royal and Shefford depots)
- North - **0844 822 3906**  
(serviced by Runcorn and Wetherby depots)
- Scotland - **0141 429 0888**  
(serviced by Glasgow depot)



• CIDER •  
• HOUSE •  
• COLLECTION  •

**Keep in touch**

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for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

*Matthew Clark*

