

CIDER

HOUSE

COLLECTION



the experience matters

Matthen Clark

CONTENTS

Content

Introduction	pg. 03	Cider apple classification	pg. 08
Cider market	pg. 04	Production	pg. 09
The future of cider	pg. 06	Full range by style	pg. 10
Range	pg. 07		

Product Range

Addlestones	pg. 12	Kentish Pip	pg. 32
Angioletti	pg. 14	Maeloc	pg. 34
Angry Orchard	pg. 16	Maison SASSY	pg. 36
Aspall	pg. 18	Orchard Pig	pg. 38
Bad Apple	pg. 20	Orchard Thieves	pg. 40
CiderBoys	pg. 22	Sandford Orchards	pg. 42
Cidersmiths	pg. 24	Sxollie	pg. 44
Cornish Orchards	pg. 26	Thatchers	pg. 46
Cotswold Cider Co	pg. 28	Thistly Cross	pg. 48
Curious	pg. 30	Westons	pg. 50

About

Bag in box cider	pg. 52	Added value	pg. 58
Cider and food	pg. 54	Contact/thanks	pg. 59
Glossary of terms	pg. 56	Terms of sale	pg. 60

Introducing our new Cider House Collection...

With the cider market back in **growth up 2.4%** it's a great time to review your range and take advantage of this new found **love for cider**. Consumers are being driven to this category through **draught fruit** and **premium ciders** as they explore new flavours and styles.

We have searched the globe to bring you the best ciders from the UK and beyond and are proud to introduce **Cotswold Cider Co**, **SXOLLIE** and **Kentish Pip** to name just a few new additions.

Don't know your apples from your pears? Check out our guide on page 8 giving you the core knowledge of what goes in to producing and **blending the perfect cider**. As more food led occasions drive consumers in to outlets 67% with cider it can play a part in the overall dining experience. On pages 54 you will find a **handy guide to cider and food matching**, it goes beyond simply drinking cider whilst you tuck in to roast pork (although it is a great match!)

As consumers look to drink less but spend more on a more premium offering ensure you have the right mix both on the bar and in the fridge. Do you have an upsell? Whats on your 2nd or 3rd tap. How much space in your fridge is taken up? Check out our range guide on page 7 for handy tips to get you started.

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

CIDER MARKET



**CIDER IS ALMOST
FOUR TIMES
MORE VALUABLE
TO THE UK
ON-TRADE THAN
CHAMPAGNE**⁴

2.4% GROWTH

IN CIDER VOLUME

in the last year²

Cider drinkers are
+32% more likely to be
passionate about
finding out about
new drinks⁵

PREMIUM CIDER HAS
INCREASED BY

9% VALUE

IN WET LED PUBS.

Rate of sale in these pubs
has increased by 10%⁵



Over 1 in 3
consumers who
drink Cider
most often also
drink Lager⁵



Cider drinkers...

47% Female²

53% Male²

**CIDER IS WORTH
£1.86 BILLION**

in the UK¹

CIDER VALUE HAS GROWN 0.3%

in the last year^{**}



of UK
consumers
regularly
drink Cider⁵



of all cider sold
is **fruit** cider,
up from 1%
10 years ago³



of all cider sold
is **draught**
cider, up 5%
in volume²

THE FUTURE OF CIDER

Cider has been produced for **hundreds of years** but this hasn't slowed its desire to **innovate** and remain a **popular fixture** on any bar.

Some of the most recent trends and innovations have ensured that this traditional beverage **keeps consumers interested** and has **driven growth** in the category.

Fruit Cider

Yes, apples are fruit but it's the addition of extra fruits that make these 'fruit cider'.

We all know about those Swedish brands, however recently we have seen more UK producers venture into the fruit aisle, such as **Mortimer's Orchard** and **Cornish Orchards**.

Packaged Fruit Cider is a key premiumising category, as consumers are buying less volume (-3%) but the market value is increasing (+1%).¹

Draught fruit cider has **grown 34%** in the last 12 months, now accounting for **17% share** of the **total draught cider market** in the UK.¹

We have a **great range** to ensure you can take advantage of this growing trend and offer a second fruit tap alongside the more traditional apple.

Craft Cider

With the meteoric rise of craft beer, cider has followed in its footsteps and created a new generation of cider drinks.

With **innovations** such as: **Hopped Cider** (where after fermentation, hops are added to create a unique and distinct flavour) and the smaller independent producers creating **different flavours** and **styles** such as **Cotswold Cider Co**.

This new wave of ciders focus on **modern attractive packaging**, as well as giving emphasis to the apple variants used in cider production. Check out the next section on apples to learn how this humble fruit is turned into a perfectly blended beverage.

Cloudy Cider

Although small, just 4.9% of all cider volume, cloudy cider continues to grow in popularity, up 58% year on year.

This shows a real demand for this long standing style making a come back. The futures not bright, its Cloudy!

RANGE

Getting the right balance of range is key to the success of cider in your outlet, think about how much of your fridge and bar you have dedicated to cider.

Our recommendation on the bar

 **1 Tap:** This should be apple, making up 63% of serves in the On-Trade, the brand should reflect the level of offering of the outlet. Complete the range by stocking fruit cider in the fridge.

 **2 Taps:** Your chance to offer a trade up both in style and price, fruit cider on the 2nd tap has proven to deliver incremental revenue for outlets.

 **3 Taps:** Offer a wide choice either by offering a Mainstream, Craft and Fruit Cider or use the 3rd tap to introduce guest ciders.

Our recommendation in the fridge

Let's not forget **packaged cider for the fridge**, you may not have the space for draught or limited taps, this does not mean you can't benefit from the growth in cider.

Start with at least one apple and one fruit cider but remember your fridge gives you the chance to offer a wider range including international ciders, local and craft.

With can cider in 13.7% growth year on year think about the formats in the fridge, a mixture of bottles and cans can reflect the mainstream and craft demand for cider.

Now you have the right range don't forget that **52% of 18-34 have uploaded an image of food or drink to social media in the last 12 months** so ensure you offer a quality serve in the right (clean) glassware to make it memorable and shared for all the right reasons.



of cider drinkers prefer draught^{*1}



of cider drinkers prefer packaged^{*1}

¹ CGA Strategy

¹ 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**

Sweets

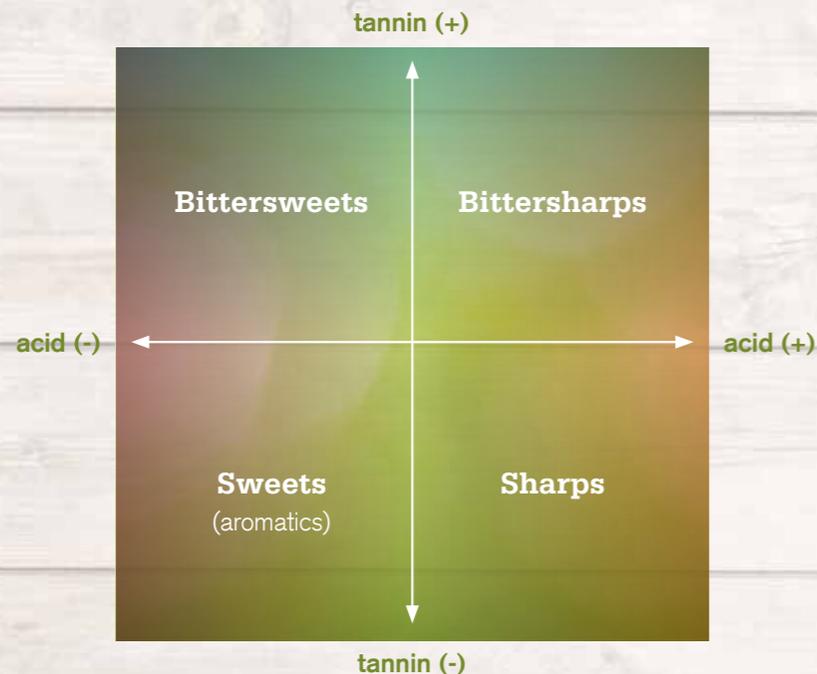
High sugar, low acid, low tannins. Most of the apples in your local supermarket fall into the 'sweets' category, more commonly know as eating apples.

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

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**



PRODUCTION



1. Harvest

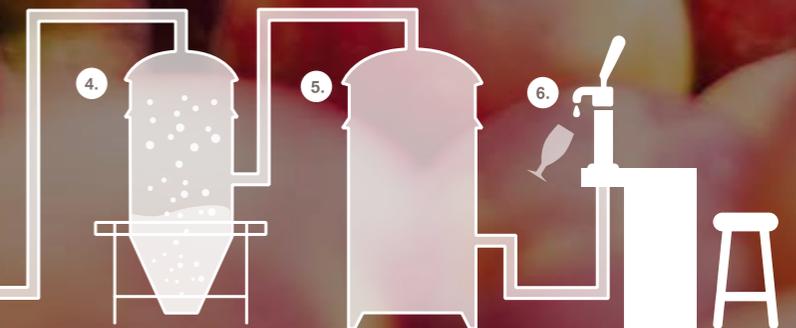
Cider making starts with the picking of the apples, this is either done by hand or tree shaker. Once picked they are often stored and left to mature.

2. Press

The apples are crushed to a pulp which 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!

FULL RANGE BY STYLE

The final style of any cider is dictated by the **blend of apples** used by the producer, but also how long it's matured for. Using wooden barrels for ageing, the addition of fruit or hops the producer can create a world of complex flavours.

We have broken down our range in to clear styles to ensure you have the **right mix for your customers.**



Dry



Medium-sweet Sweet



Medium-dry



Medium



Flavoured



Cloudy



Addlestons

Pressed in: Somerset, England

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.

Addlestons

Size: 8 x 500ml, 10g keg

ABV: 5%, 5.2%

Style: Cloudy

Addlestons is a golden, naturally cloudy cider with rich, bittersweet apple fruit flavours and a smooth, rounded finish.

Addlestons is 100% English cider with true English origin.



Did you know?

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



Angioletti

Pressed in: Italy

Proudly crafted by Matteo Corazzola, in Tres, Trentino, Italy from 100% freshly-pressed juice of Italian apples (no concentrate). Angioletti craft Italian ciders are suitable for vegetarians and vegans and contain no artificial 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 Craft Italian Cider

Size: 24 x 330ml

ABV: 5%

Style: Medium-dry

Crafted from 100% juice of predominantly 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.



Did you know?



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



Angry Orchard

Pressed in: USA

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

Size: 12 x 500ml, 50ltr keg

ABV: 5%

Style: Medium-sweet

This crisp and refreshing cider mixes the sweetness of apples with a subtle dryness for a balanced cider taste.

We searched the world to find the best orchards, with the right attitude.



Did you know?

Cider was so important to early Americans that **one in every ten farms** in New England **operated its own cider mill** by the time of the American Revolution.

1/10

Aspall

Pressed in: Suffolk, England

The Aspall family cyder-making business was **established in 1728** by Clement Chevallier. He planted the orchards at Aspall Hall in Suffolk. The Chevallier family still live and work among Clement's orchards. Aspall is the newest addition to Molson Coors' world class range, with **8th generation family members** still forming part of the board.

Aspall Suffolk Draught

Size: 12 x 330ml, 12 x 500ml, 50ltr keg

ABV: 5.5%

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 and Henry Chevallier Guild.



Premier Cru

Size: 12 x 500ml

ABV: 7%

Style: Dry

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

First cyder produced by Barry and Henry Chevallier Guild. Seven years in creation, still their favourite drink today.



Peronelle's Blush

Size: 12 x 500ml

ABV: 4.1%

Origin: Suffolk, England

Style: Medium

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 Aspall.



Aspall Cyder

Size: 50ltr keg

ABV: 4.5%

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 and Henry Chevallier Guild.



Harry Sparrow

Size: 12 x 500ml, 50ltr keg

ABV: 4.6%

Style: Medium-dry

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

Harry Sparrow employee at Aspall 1910-1956 combined Suffolk charm with French cyder making heritage.



Isabel's Berry

Size: 12 x 500ml

ABV: 3.8%

Style: Medium-sweet

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

Tribute to Isabel Chevallier Guild often in the walled gardens at Aspall tending to her berry plants.



Bad Apple

Pressed in: Herefordshire, England

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 skillful 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 keg

ABV: 5.1%

Style: Medium-dry

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

Blends 4 distinctive cider fermentations to produce an intriguing cider.



Did you know?

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

CiderBoys

Pressed in: USA

The CiderBoys are basically ordinary guys. They had no money coming in, no product to sell, but what they had was an idea using a truly unique blending proposition. The idea posed a mountain of challenges unseen. **Lovingly made** in Wisconsin USA using the very finest Washington State apples this cider has been taking the USA by storm and now this award winning cider is on sale in the UK. Cheers.

CiderBoys First Press

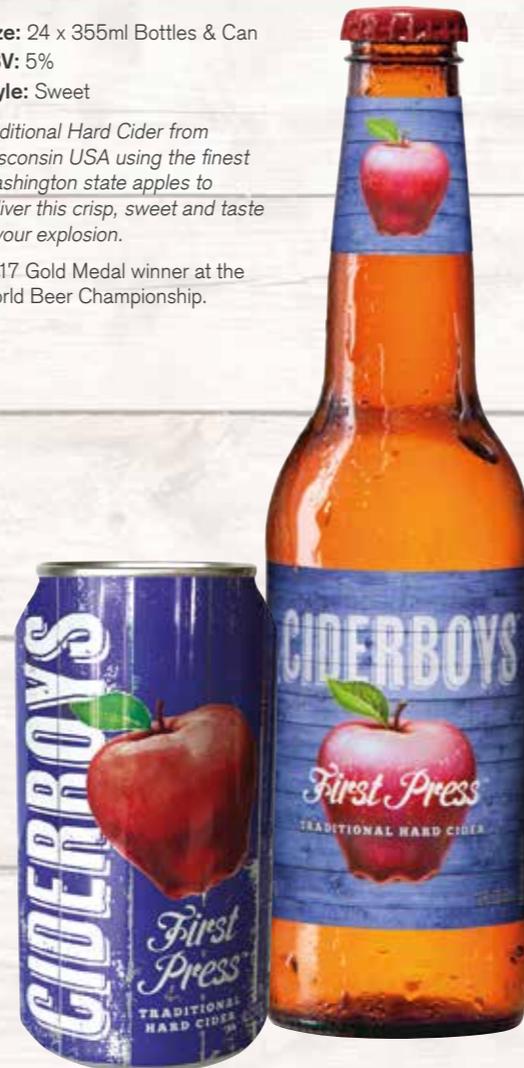
Size: 24 x 355ml Bottles & Can

ABV: 5%

Style: Sweet

Traditional Hard Cider from Wisconsin USA using the finest Washington state apples to deliver this crisp, sweet and taste flavour explosion.

2017 Gold Medal winner at the World Beer Championship.



Did you know?



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

Cidersmiths

Pressed in: Somerset, England

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

ABV: 4.5%

Style: Medium-sweet

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.



Cidersmiths Sixpointsix

Size: 12 x 500ml

ABV: 6.6%

Style: Medium

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.



Cidersmiths Bristol Draught

Size: 12 x 500ml

ABV: 5.5%

Style: Medium-dry

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.



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

Ben Franklin

Cornish Orchards

Pressed in: Cornwall, England

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 flavour, 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 Dry

Size: 24 x 330ml, 12 x 500ml, 50ltr keg

ABV: 5.2%

Style: Dry

Traditional bittersweet apples deliver soft tannins and a long finish, blended with sharp dessert fruit a beautifully intriguing cider.

An exceptional and refined dry cider with a typical West Country character.



Cornish Orchards Gold

Size: 24 x 330ml, 12 x 500ml, 50ltr keg

ABV: 5% bottle, 4.5% keg

Style: Medium-dry

This immensely refreshing cider has a light sparkle with fruity tones and a long dry finish.

Made with 100% fresh pressed apples.



Cornish Orchards Blush

Size: 24 x 330ml, 12 x 500ml, 50ltr keg

ABV: 4%

Style: Flavoured

An exceptional, gently sparkling cider with a fruity aroma of raspberries and a crisp dessert apple finish.

A perfect substitution for rosé wine or as a celebratory drink in a Champagne flute.



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

Thomas Hardy

Cotswold Cider Co

Pressed in: Gloucestershire,
England

Apples are our passion and our calling is to craft real, good cider with character. We only ever ferment from 100% whole English bittersweet cider apples for that deep rich, unadulterated flavour of our heritage cider apples. With playful personalities, our products aim to offer the trade an enhanced cider offering and provide the original and distinctive experience customers are looking for.

No Brainer

Size: 12 x 330ml
ABV: 4.8%
Style: Cloudy

A smooth, fresh, big apple mouth with a bittersweet tannin kick and lasting fruit layers that keep on giving. A bold, satisfying session cider.

Fermented from 100% whole English bittersweet cider apples. Unfiltered.



Did you know?



Back in the 14th century, it is believed that kids were **baptized in cider** since it was often more sanitary than water.

Side Burns

Size: 12 x 330ml
ABV: 5.4%
Style: Medium

A crisp zingy taste with a deep, rich, full tannic body that caresses the taste buds, and finishes with long toffee apple/popcorn top notes.

Great Taste Award 2017 1*
"Simply delicious". Fermented from 100% whole English bittersweet apples.



Sweet Cheeks

Size: 24 x 330ml
ABV: 4%
Style: Flavoured

A light, crispy delicate blackberry apple taste with an elegantly restrained elderberry sharpness, combining to provide subtle, medium berry tones.

A sophisticated medium, real cider with complementing autumn hedgerow fruits - lipsmacking!



Blow Horn

Size: 24 x 330ml
ABV: 4%
Style: Flavoured

A unique chai spiced cider over a balanced bittersweet base, subtly beguiles the senses and cuts through the hottest curry as the ultimate refresher.

'BlowHorn' is the tailgate instruction on all trucks on the sub-continent - toot-toot!



Curious

Pressed in: Kent, England

"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

Curious Apple

Size: 12 x 330ml,
24 x 330ml can

ABV: 5.2%

Style: Medium

Crisp, fresh aromas of green apple together with hints of Galia melon, elderflower, citrus and kiwi fruit.

Fermented in tanks at the winery using Bacchus wine yeast to preserve an aromatic delicate flavour.



Did you know?



President John Adams drank **a tankard of cider every morning** because he believed it promoted good health. And it must have—Adams lived to 90.

Kentish Pip

Pressed in: Kent, England

Kentish Pip is a craft cider company based at Woolton Farm, near Canterbury, where the Mount Family has been growing apples for four generations.

We are **obsessed** with flavour and quality and our goal is to combine the best ingredients with innovation, style and a **pinch of tradition** to produce the next generation of British Cider.

Skylark

Size: 24 x 330ml can

ABV: 5.5%

Style: Medium-sweet

Aroma of bright fresh apple with toffee notes. Fine balance of freshness, body and tannin. Medium sweet.

Double silver medal winner at the British Cider Championships. 50/50 dessert and cider apple blend.



Wild Summer

Size: 24 x 330ml can

ABV: 4%

Style: Flavoured

Aromas of fresh elderflower and real apple. Clean fresh citrus and elderflower, medium sweet with good balance of acidity.

Made with fresh wild elderflower hand picked on our farm and the surrounding countryside.



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

Jane Hirshfield

Maeloc

Pressed in: Spain

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, 30ltr keg

ABV: 4.5%

Style: Dry

The 100% natural process in producing Maeloc give it a balance and a 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.



Maeloc Strawberry Cider

Size: 24 x 330ml

ABV: 4%

Style: Flavoured

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.



Maeloc Blackberry Cider

Size: 24 x 330ml

ABV: 4%

Style: Flavoured

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 expected flavour, but also slight notes for raspberry and cherries.



Maison SASSY

Pressed in: France

Originating in Normandy, at Château de Sassy, the tradition of cider making has been preserved by Xavier's family since **1852**. From the carefully selected varieties of apples to the bottling, everything is 100% locally sourced. In order to develop an innovative product that respects traditions, the founders have linked with **a renowned cellar master** to create carefully reworked recipes. Their vision is to revolutionise the perception of artisanal cidre.

SASSY Rosé

Size: 24 x 330ml

ABV: 3%

Style: Medium-dry

Supple on approach, fruit forward, structured and slightly acidic. It has a rounded texture being smooth and elegant with a lasting finesse.

SASSY cider is 100% natural, gluten free, low in calories, made in Normandy and 100% locally sourced.



SASSY Brut

Size: 24 x 330ml

ABV: 5.2%

Style: Dry

Smooth effervescence, full bodied with apple and leather aroma. Subtle balance between acidity, bitterness and roundness.

SASSY cider is 100% natural, gluten free, low in calories, made in Normandy and 100% locally sourced.



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

Benjamin Franklin

Orchard Pig

Pressed in: Somerset, England

Based at West Bradley Orchards just outside Glastonbury, It all started in the noughties when Andrew and Neil were **devouring their home made 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: 24 x 440ml can,
12 x 500ml, 50ltr keg

ABV: 4.5%

Style: Medium

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 homegrown apple juice to our 6% cider. Reveller was born!



Orchard Pig Charmer

Size: 12 x 500ml

ABV: 6%

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.



Orchard Pig Explorer

Size: 20ltr keg

ABV: 4.5%

Style: Medium

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!



Orchard Pig Truffler

Size: 12 x 500ml

ABV: 6%

Style: Dry

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

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



Orchard Pig Hogfather

Size: 20ltr keg

ABV: 7.4%

Style: Medium

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'd never think it.



Orchard Thieves

Pressed in: Herefordshire, England

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 can, 30ltr keg

ABV: 4.5%

Style: Sweet

Crafted from our most delicious apples to create a tasty apple cider that is crisp and refreshing, full of flavour to the last sip.



Did you know?



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

Sandford Orchards

Pressed in: Devon, England

Sandford Orchards is Devon's leading independent craft cider maker. We are uncompromising in our approach to quality and tradition. We believe the finest ciders can only be made by fermenting freshly pressed juice from the finest cider apples. That means no apple concentrate and no cheap dessert apples. True to tradition but crafted for today. It's how we did it in 2002 and how we always will.

Devon Red

Size: 24 x 330ml, 12 x 500ml, 50ltr keg

ABV: 4.5%

Style: Medium

A supreme session cider crafted from fresh juice. Soft tannins and rich apple flavour, with a fresh citrus bite and afternotes of honey and butterscotch.

Devon Red is blended from ciders aged from a minimum of 6 months up to 3 years for a richer flavour.



St Louis Dry Hopped

Size: 24 x 330ml

ABV: 5.5%

Style: Medium-dry, hopped

Small batch craft Devon cider infused with Ella and Willamette hops. Refreshing, with an enticing floral and citrus aroma, crisp palate and hoppy finish.

The key to a great hopped cider is the hop selection. Hops should enhance the cider - not dominate it.



Berry Lane

Size: 12 x 500ml

ABV: 4%

Style: Flavoured

Satisfyingly sweet and refreshingly tart, perfectly ripe Raspberries are a fabulous addition to this masterfully crafted Devon cider.

Fruit has been traditionally added to Devon cider for centuries to help with fermentation.



Devon Mist

Size: 12 x 500ml, 50ltr keg

ABV: 4.5%

Style: Cloudy

The ultimate summer cider. Unfiltered and expertly blended, Devon Mist is bursting with fresh orchard fruit flavours and a long thirst quenching finish.

Real cloudy cider fermented from fresh juice pressed exclusively from local cider apple varieties.



Old Blossom

Size: 12 x 500ml

ABV: 4%

Style: Flavoured

Elderflowers add a subtle sweetness and delicate aroma to our expertly crafted Devon cider. Old Blossom captures the essence of early summer.

Our fruit ciders are made from freshly pressed, bittersweet cider apple juice for a real cider taste.



Sxollie

Pressed in: South Africa

Multi-award winning SXOLLIE natural ciders are crafted in the Western Cape of South Africa. Using 100% fresh juice content throughout the cider-making process, SXOLLIE uses no concentrates or flavourants. SXOLLIE, a term meaning hustler, celebrates the cheeky, indomitable spirit needed to succeed in Africa, all the while setting the highest bar for flavour, quality and product design.

Sxollie Natural Golden Delicious Cider

Size: 24 x 330ml

ABV: 4.5%

Style: Sweet

With floral sweetness and sour tropical fruit notes, this cider will transport you to sunny Africa. Boldly designed, and effortlessly sessionable.

South Africa's best-selling craft cider with 100% cold-pressed juice content.



Sxollie Natural Granny Smith Cider

Size: 24 x 330ml

ABV: 4.5%

Style: Medium

Crisp and tart; our refreshing cider uses 100% Granny Smith apples. With no added sugar, concentrates or flavourants we are totally natural goodness.

World's first Afro-Vegan cider, with 100% cold-pressed juice content.



Thatchers

Pressed in: Somerset, England

For more than a hundred years, the Thatcher family has been quietly perfecting the magic that turns apples into cider.

Here on Myrtle Farm, each generation has passed on the cider-making secrets, like encouraging the bees to pollinate the apple blossom, or looking after the 100 year old oak vats where the cider matures.

At 12.30 every Friday the Thatchers family taste their next vat of apple cider to make sure it's as good as it should be and if it's not, it simply never leaves the farm.

Thatchers Katy

Size: 6 x 500ml
ABV: 7.4%
Style: Medium Dry

Thatchers Katy is a light, fragrant, softly sparkling cider, with a distinctive character all of its own. A single variety cider crafted from the finest Katy apples.

Its light fruity feel works well with delicate savoury flavours and is perfect with citrus and chilli.



Thatchers Old Rascal

Size: 6 x 500ml, 50ltr keg
ABV: 4.5%
Style: Medium Dry

Full bodied character comes from our choice of bittersweet apples, creating this medium dry cider's distinctive flavour.

The orchard aroma and bittersweet nature of this craft cider guarantees to inspire the rascal in us all.



Thatchers Haze

Size: 6 x 500ml, 50ltr keg
ABV: 4.5%
Style: Cloudy

Cloudy premium cider crafted with Discovery, Falstaff, Gala and Jonagold apples to create a crisp sweet finish. It is the juice of the Jonagold apple that brings a naturally cloudy appearance to this chilled cider.

The sweet freshness of this cider means it will easily carry strong aromatics and a little chilli heat.



Stans Big Apple

Size: 20ltr BIB
ABV: 5%
Style: Medium Dry

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

Crafted from vintage bittersweet apples including Tremlett's, Dabinett and Somerset Redstreak



Stans Cheddar Valley

Size: 20ltr BIB
ABV: 6%
Style: Medium Dry

With its distinctive orange hues, this smooth, robust, naturally cloudy cider is a Somerset tradition. For those who like oak-aged cider medium-dry.

Our cidemakers choose apples including Tremlett's Bitter for its tannins, while Dabinett brings a rich, full body.



Stans Trad

Size: 20ltr BIB
ABV: 6%
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.



Thistly Cross Cider

Pressed in: Scotland

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

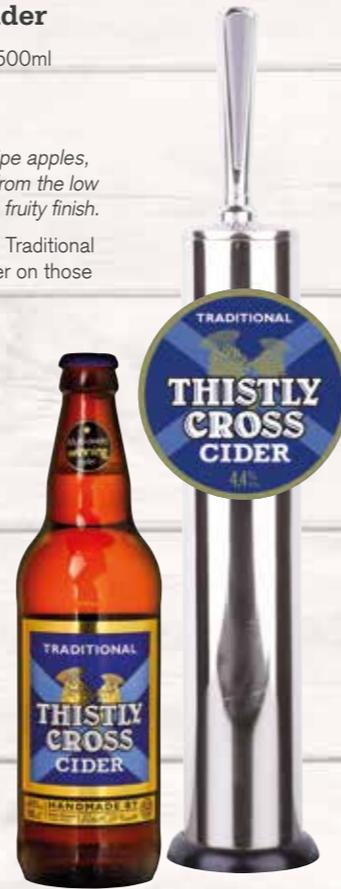
Size: 30ltr keg, 12 x 500ml

ABV: 4.4%

Style: Medium Dry

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

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



Whisky Cask Cider

Size: 12 x 500ml

ABV: 6.9%

Style: Medium Dry

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

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



Real Elderflower Cider

Size: 12 x 330ml

ABV: 4%

Style: Fruit

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

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



Original Cider

Size: 12 x 500ml

ABV: 6.2%

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 smooth complexion.



Real Strawberry Cider

Size: 12 x 330ml

ABV: 4%

Style: Fruit

Real strawberries dominate the aroma, Bittersweet soft fruit notes follow; so many strawberries packed into one glass.

Made with real fresh strawberries, this cider packs a fruity punch!



Westons

Pressed in: Herefordshire, England

Westons 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. Westons 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 keg
ABV: 5%
Style: Medium

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.



Caple Rd Cider

Size: 12 x 300ml can, 50ltr keg
ABV: 5.2%
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. The UK's first canned cider with true craft credentials. Made only from fresh juice, no concentrate.



Wyld Wood Organic Cider

Size: 12 x 500ml
ABV: 6%
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.



Old Rosie Cloudy Cider

Size: 20ltr keg
ABV: 7.3%
Style: Cloudy

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

Named after the beloved 1921 steamroller of the same name owned by Westons.



Flat Tyre

Size: 12 x 330ml
ABV: 4%
Style: Flavoured

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.



Mortimer Orchard English Berry

Size: 50ltr keg
ABV: 4%
Style: Flavoured

Delicious Mortimer's Orchard Cider blended with refreshing raspberry and blackberry flavour.

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



Rosie's Pig

Size: 20ltr keg
ABV: 4.8%
Style: Cloudy

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

Named after Westons' first delivery trucks, "The Pig", which was a pig to start and to drive.



Handbrake

Size: 12 x 330ml
ABV: 4%
Style: Flavoured

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.



BAG IN BOX CIDER

The perfect serve

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



Westons

handpull converter kit

Please contact:

t. 01531 660 143
e. pos@westons-cider.co.uk



Orchard Pig

handpull converter kit

Please contact:

t. 01458 851 222
e. DaveT@orchardpig.co.uk



Thatchers

handpull converter kit

Please contact:

t. 01934 827 408
e. 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.



CIDER AND FOOD

Wine and beer is talked about a lot as great matches for food but cider is no different. You just need to understand how the **flavours** and **styles** of cider can interact with food to elevate the overall experience.

Variation in styles

Think about the variation in styles we have in cider, be that **Dry**, **Sweet** or **Cloudy**.

They all create a different **flavour** and **mouthfeel** and require a different food to create a winning combination.

Tannin level

Cider is very much like wine; when matching you need to **consider the tannin level**.

We have put together this handy guide to help steer you through the possible combinations, why not try your own ideas you may discover the next perfect match!

	Meat	Curry	Pasta	Salad / Charcuterie	Cheese	Dessert
Dry	Pork			Charcuterie	Soft Cheese	
Medium-dry	Pork/Fish	Mild/Spicy	Tomato Pasta	Charcuterie	Soft/White/Blue	Sweet
Medium	Pork/Lamb/Beef	Spicy		Charcuterie	Soft/White/Blue	Sweet/Sharp
Medium-sweet	Chicken	Spicy		Salad	Soft/White	Sweet
Sweet	Game	Spicy	Creamy Pasta		Blue/White	Sharp
Cloudy	Pork/Chicken/Game		Creamy Pasta		Blue/White	Sweet/Sharp
Fruit / Flavoured	Fish	Mild		Salad	Soft	Sweet/Chocolate



of cider drinkers eat out weekly*



of cider serves are with food so it's not to be overlooked as a way to increase profits**

*CGA Strategy | **Kantar

GLOSSARY OF TERMS

ABV	Alcohol by Volume. This is a measurement of the percent of alcohol present in a volume liquid.	Pasteurisation	A process where cider is heated up to high temperatures to kill dangerous bacteria and prolong shelf life.
Bittersharps	A class of cider apple varieties valued for high tannin content and high acid content.	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.
Bittersweets	A class of cider apple varieties valued for high tannin content and high sugar content.	Scruppy	A very traditional cider which is high in alcohol, high in solids and often left to its own devices. Not for the faint hearted.
Blending	Is a process where differing ciders of differing characters are skilfully combined to create a perfectly balanced and consistent product.	Sharps	Apple varieties grown for high acid alone.
Concentrate	Apple juice which has been dehydrated to form a thick and sweet apple solution. Blended with water and fermented to make cider.	Sidra	Is the Spanish term for cider.
Dessert Apples	Larger eating apples which have higher acidity but lack astringency. Makes good, but simple cider.	Sidro	Is the Italian term for cider.
Dry	A cider which has no sweetness.	Sweets	Apple varieties grown for high sugar alone.
Fermentation	The reaction of the yeast consuming the sugars to produce alcohol.	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.
Hard Cider	US produced cider. In the US apple juice is known as cider, fermented apple juice becomes hard cider.	Vintage	A premium cider made from the current years best apples. Often oak aged and bolder in style.
Oak	Wooden barrels used to ferment or age a cider. Can be up to 100 years old.		

ADDED VALUE

Thinking of offering a selection of Cider from our range?

Why not create a **menu** or **point of sale** item to help promote this particular range and make it stand out from your other promotions. Simply put together a design brief, including the products you wish to include, pick a format and send it in. We will then create a menu just for you to help increase sales performance.

Our in-house team design and print over 7000 items every year and 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, and we design everything on a brief by brief basis so you can feel confident that you will get an original and innovative design.

If you would like to know more, speak to your Account Manager or email us:

DesignStudioAdmin@matthewclark.co.uk



increase
in sales
when using
improved
menus *



A4 folded A5 Menu



Z fold Menu



Tent card



Toblerone



Poster



Bottle hanger



Banner

CONTACT / THANKS

Thanks!

We would like to thank all the cider producers for their supplied information and imagery.

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 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 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)

Terms of Sale

1 Definitions

"Containers" means casks, kegs, pallets, returnable bottles and cases and gas cylinders.

"Contract" means a contract between the Supplier and the Customer for the supply of Products in accordance with these Terms.

"Customer" means the person, company or firm who purchases the Products from the Supplier.

"Dispense Equipment" means dispense equipment for draught products.

"Insolvency Type Event" means any event in which the Customer compounds with or executes an assignment for the benefit of its creditors, has a bankruptcy order against it, enters into voluntary or compulsory liquidation, has an administrator or administrative receiver appointed over all or part of its assets or takes or suffers any similar action in consequence of debt or becomes insolvent.

"Order" means the Customer's order for the supply of Products in any form or method, as the case may be.

"Products" means the products and/or materials (or any part of them) set out in the Order including any Containers and Dispense Equipment which are to be supplied to the Customer by the Supplier in accordance with these Terms.

"Supplier" means Matthew Clark Bibendum Limited registered in England and Wales with company number 02550982.

"Terms" means these terms and conditions as amended from time to time by the Supplier in accordance with clause 16.6.

2 Orders

2.1 An Order constitutes an offer by the Customer to purchase the Products in accordance with these Terms. The Supplier may acknowledge receipt of the Customer's Order but this does not mean that the Order has been accepted.

2.2 The Supplier's acceptance of the Order is subject to the availability of the Products and shall take place at the time the Products are dispatched for delivery or are made available for collection, at which point a Contract shall be formed.

2.3 The Supplier reserves the right to reject an Order if it does not fulfil the Supplier's minimum order value (which may be imposed by the Supplier from time to time).

2.4 These Terms apply to the Contract to the exclusion of any other terms that the Customer may seek to impose or incorporate (including, without limitation, any terms on the Customer's order form or similar document) or which may be implied by trade, custom, practice or course of dealing.

2.5 Unless the Supplier expressly elects otherwise, any Contract between it and the Customer for the supply of Products shall remain in existence notwithstanding any exercise by the Supplier of its rights under clauses 9, 10.1.1 or 11.

3 Delivery

3.1 Delivery of the Products shall be completed once the Products are unloaded by the Supplier at the Customer's premises or agreed place of delivery (where the Supplier arranges transport) or once the Products are loaded by the Customer or its agent (where the Customer arranges collection of the Products).

3.2 The Customer shall at all times comply with the Supplier's reasonable delivery or collection instructions.

3.3 Any dates quoted for delivery of the Products are estimated only and the time of delivery is not of the essence.

3.4 The Supplier shall not be liable for any delay in delivery of the Products or any loss or damage (including, without limitation, any loss of profit, sales, goodwill, business and/or contract) arising out of the Supplier's delay or failure in delivering the Products or making the Products available for collection.

3.5 The Supplier reserves the right to deliver the Products in instalments at its sole discretion. Each instalment shall be invoiced, paid for separately and shall constitute a separate Contract. Any delay in delivery or defect in an instalment shall not entitle the Customer to cancel any other instalment or Contract.

3.6 The Supplier may during any periods of shortage due to causes beyond its control, supply the Products on a pro rata basis among its customers in such a manner as may be deemed equitable in the sole judgement of the Supplier and without any liability.

3.7 The Customer shall immediately inspect the Products on delivery and shall be entitled to reject any Products that have been delivered in excess or in error or which are damaged, missing or out of date, provided that the Customer endorses the

delivery document at the time of delivery.

3.8 Unless inspected, notified and rejected by the Customer pursuant to clause 3.7, all Products delivered shall be deemed accepted and the Contract shall be treated as fully performed by the Supplier.

3.9 Except as set out in clause 3.7, if the Customer refuses or fails to take delivery of the Products or, where the Customer or its agent is to collect the Products from the Supplier and has not done so within three working days after the agreed collection date, the Supplier will be entitled to (at its sole discretion) store the Products at the risk of the Customer and the Customer shall in addition to the price payable under the Contract, pay for all related costs and expenses of such storage and redelivery (including, without limitation, insurance and carriage).

3.10 Except as set out in clauses 5, 11 and 13, the Products cannot be returned for any reason unless agreed in advance by the Supplier in writing.

4 Title and Risk

4.1 The risk in the Products shall pass to the Customer on completion of delivery in accordance with clause 3.1 and shall be and remain at the Customer's risk at all times unless and until the Supplier has retaken possession of them.

4.2 The Supplier shall retain title to and ownership of all Products, until, subject to clause 5, it has received payment in full of all sums due from the Customer. If payments received from the Customer are not stated to refer to a particular invoice the Supplier may appropriate such payments to any outstanding invoice.

4.3 Until title in the Products passes to the Customer pursuant to clause 4.2, it may resell the Products in the ordinary course of its business (but not otherwise) provided always that the Customer shall hold in trust and to the extent that any monies are owed by the Customer, pay to the Supplier on demand any proceeds of sale. The Customer shall resell the Products as principal and not as agent of the Supplier.

4.4 Until their resale the Customer shall hold the Products in satisfactory condition as the Supplier's bailee, keep them secure, separate from any other products and identifiable as the Supplier's property and shall not charge, pledge or deal with them or allow any lien or other interest to arise over them.

5 Containers and Dispense Equipment

5.1 The Customer acknowledges that delivery of the Products may include Containers and Dispense Equipment and title in such Containers and Dispense Equipment shall not pass to the Customer.

5.2 The Customer must at all times ensure that:

5.2.1 all empty Containers are made available for collection by the Supplier or its agent and such collection may take place at any time and without notice. The Supplier shall not be liable for any storage, handling or other charges for Containers awaiting collection; and

5.2.2 the Dispense Equipment is regularly cleaned and is maintained in good working order, and is made available for collection by the Supplier or its agent in accordance with the terms of its provision, having notified the Supplier that it is no longer in use.

5.3 Containers and Dispense Equipment are at the Customer's risk from the point of delivery until they are collected by the Supplier or its agent. The Supplier reserves the right to charge for any Containers and/or Dispense Equipment which are not returned, or are returned damaged or in a poor or unusable condition, or are only returned after an unreasonable delay.

6 Price

6.1 The price payable for the Products (excluding Products supplied for export) shall be as stated in the Supplier's current price list at the date of delivery unless otherwise agreed in writing by the Supplier.

6.2 Any price quotation provided by the Supplier shall not constitute an offer and is only valid for a period of 14 working days from its date of issue after which the Supplier may alter such quotation (or any part of it) without notice to the Customer.

6.3 All prices stated by the Supplier (whether generally or in any Customer specific documentation) are subject to alteration without prior notice and will be reviewed by the Supplier at least once in each calendar year. In particular (and without limiting the foregoing) prices are subject to alteration to reflect changes to supplier pricing, supply chain, duties, taxes, levies, import costs,

transport costs, fuel costs, customs clearances and/or foreign exchange rates.

6.4 The Customer acknowledges that there may be errors on any pricing notified by the Supplier and where this is the case, the Supplier shall provide a corrected invoice to the Customer rectifying any error. The Customer shall be responsible for settling such invoice in the normal manner and in accordance with these Terms.

6.5 Subject to clause 6.6, and unless otherwise agreed in writing by the Supplier, the price of the Products is inclusive of all duties, standard packaging and delivery, and exclusive of any special inspection or delivery requirements, any additional transportation costs imposed by law and value added tax, all of which shall be for the account of the Customer.

6.6 Where Products are supplied under bond, the Customer shall be responsible for any duties. Where Products are supplied for export, the Supplier's published export price list shall apply which excludes all costs of export. The Supplier's sole responsibility is to make the Products available to the Customer at the chosen delivery destination. All risk in the Products shall pass to the Customer after they leave the Supplier's premises and Section 32(3) of the Sale of Goods Act 1979 shall not apply. Responsibility for the customs clearance, duties and complying with all laws and regulations governing the importation, handling, use and re-sale of the Products shall be borne by the Customer.

7 Payment

7.1 The Supplier may invoice the Customer at any time before delivery or collection of the Products and the Customer shall make payment in pounds sterling in cleared funds prior to the date of such delivery or collection to the account stated in the Supplier invoice. The Customer acknowledges that any amounts due to the Customer by the Supplier shall not affect the Customer's obligations under this clause 7.

7.2 All amounts due to the Supplier shall be paid in full by the Customer without any set-off, counterclaim, deduction or withholding (other than any deduction or withholding of tax as required by law). Time for payment shall be of the essence of the Contract.

7.3 All amounts payable by the Customer under the Contract are exclusive of amounts in respect of value added tax chargeable from time to time ("VAT"). Where any taxable supply for VAT purposes is made under the Contract by the Supplier to the Customer, the Customer shall, on receipt of a valid VAT invoice from the Supplier, pay to the Supplier such additional amounts in respect of VAT as is chargeable on the supply of the Products at the same time as payment is due for the Products.

8 Credit Accounts

8.1 The Supplier may, at its sole discretion, establish a credit account for the Customer. A credit account shall only become operational after the Supplier has confirmed in writing that such a facility will be available to the Customer and shall be subject to any additional terms and conditions notified by the Supplier. The Supplier shall be entitled, at its sole discretion, to refuse or at any time withdraw a credit account without giving reason.

8.2 If the Customer has a credit account pursuant to clause 8.1, the Customer shall make payment in full for the Products in pounds sterling and in cleared funds in accordance with the credit terms and on the date set out in the Supplier invoice. The Supplier shall be entitled to invoice the Customer for each Order at any time after delivery or collection of the Products.

8.3 The Supplier may at any time and at its sole discretion demand security or suitable guarantee for or to vary the terms or method of payment before continuing with or delivering Products in satisfaction of any Order notwithstanding any subsisting agreement to provide credit to the Customer.

9 Non-Payment

9.1 The Customer must immediately notify the Supplier in writing if it disputes an invoice and shall continue to pay the undisputed portion of such invoice in accordance with clauses 7 and 8.

9.2 If the Customer fails to make any payment when due to the Supplier in accordance with these Terms (save where any invoice is disputed by the Customer in accordance with clause 9.1), then without prejudice to the Supplier's other rights, the Customer shall pay interest on the overdue amount at the rate of 8% per annum above the Bank of England's base rate. Interest shall accrue on a daily basis from the due date until payment

of the overdue amount whether before or after judgment and the Customer shall pay the interest together with the overdue amount.

9.3 Any discounts given to the Customer are subject to payment being made on or before the date specified by the Supplier. In the event of late payment the Supplier shall be entitled to remove any discounts (including those applied on any other Orders) and re-invoice the Customer for the Products at the full price stated in the Supplier's then current price list.

9.4 Any cheques or direct debits unpaid or returned by the Customer's bank shall be subject to additional charges as may be notified by the Supplier from time to time. The Supplier reserves the right to request on demand any alternative form of payment or to cancel any accounts and terms. The Customer shall indemnify the Supplier in full against all fees, costs and expenses incurred in seeking to recover such sums payable by the Customer and/or in repossessing Products belonging to the Supplier.

9.5 If payment is to be made by instalments, the failure of the Customer to pay any instalment in due time shall entitle the Supplier to treat such failure as a repudiation of the whole Contract by the Customer and to recover damages for breach of Contract and the full balance outstanding on any account between the Supplier and the Customer shall become immediately payable.

9.6 The Supplier reserves the right at any time to set off any sum due to the Supplier from the Customer against any amount due to the Customer from the Supplier.

10 Suspension or Cancellation

10.1 If the Customer experiences an Insolvency Type Event, defaults in any payment or otherwise is in breach of its obligations to the Supplier under a Contract (or the Supplier reasonably believes that the Supplier will) then, without prejudice to any other rights or remedies, the Supplier may without penalty and by notice to the Customer:

10.1.1 immediately suspend or cancel delivery of any Products under any Order (including stopping any Products in transit); and/or

10.1.2 terminate any uncompleted part of a Contract.

10.2 Upon suspension or cancellation of an Order or termination of a Contract, the Customer shall immediately pay to the Supplier all of the Supplier's outstanding unpaid invoices and interest and, in respect of Products supplied but for which no invoice has been submitted, the Supplier shall submit an invoice, which shall be payable by the Customer immediately on receipt.

11 Recovery of Products

11.1 If the Customer experiences an Insolvency Type Event or if the Customer fails to make any payment when due to the Supplier in accordance with these Terms, the Supplier shall, without prejudice to any other remedies, have the right to:

11.1.1 enter the premises where Products may be (without prior notice), and repossess and dispose of any Products owned by the Supplier in order to discharge any sums owed to it under this or any other Contract; and

11.1.2 require the Customer not to resell or part with possession of any Products owned by the Supplier until the Customer has paid in full all sums owed to the Supplier under this Contract or any other contract.

11.2 If the Supplier notifies the Customer of its intention to recover the Products pursuant to clause 11.1, the Customer's rights under clause 4.3 shall immediately cease and the Customer shall continue to be solely responsible for the Products in accordance with clause 4.4 until such time as the Products have been returned to the Supplier.

12 Customer's Obligations

12.1 The Customer shall:

12.1.1 at all times store, handle, use and sell the Products in accordance with any instructions from the Supplier and all applicable laws and regulations from time to time (including without limitation ensuring compliance with those regulations relating to health and safety, bribery, corruption and the environment);

12.1.2 ensure that the terms of the Order and any Customer Materials (as defined in clause 14) are complete, accurate and meet requirements;

12.1.3 be responsible for checking and verifying the suitability of the Products (including any barcoding) and for its own stock

control and rotation of stock;

12.1.4 provide the Supplier (including its employees, agents and subcontractors) with access to the Customer's premises and other facilities as reasonably required by the Supplier to deliver the Products; and

12.1.5 comply with any additional obligations or requirements that may be notified by the Supplier from time to time.

12.2 If requested by the Supplier, the Customer shall give all reasonable assistance and cooperation in locating and recovering any defective Products and preventing their sale to third parties and shall comply with any product recall procedures adopted by the Supplier and use all reasonable endeavours to ensure that its customers co-operate in a similar manner.

12.3 The Customer shall indemnify the Supplier against all liabilities, costs, expenses, damages and losses (including but not limited to any direct, indirect or consequential losses, loss of profit, loss of reputation and all interest, penalties and legal costs (calculated on a full indemnity basis) and all other professional costs and expenses) suffered or incurred by the Supplier or its group of companies arising out of or in connection with the Customer's breach of warranty or breach of its obligations under these Terms.

13 Quality of Products

13.1 Subject always to the Customer complying with its obligations under the Terms, the Supplier warrants that the Products will correspond with any description given in its price list or specification (subject to clause 13.2), be of satisfactory quality and comply with all applicable legislation governing the sale of the Products in the United Kingdom.

13.2 The Supplier reserves the right to amend the specification of a Product (whether already agreed with the Customer or otherwise) to reflect any changes made by the producer or manufacturer of the Product without notice.

13.3 The Customer must notify the Supplier immediately of any defects in a Product and not later than two days upon becoming aware of such defect. Any Products identified with a defect must be made available to the Supplier for inspection or returned to the Supplier at the Customer's own expense (in their original condition and packaging), as the Supplier may request.

13.4 The Supplier shall at its discretion either refund the purchase price or provide a replacement of any Product notified to it as defective pursuant to clause 13.3 and, except as set out in clause 15, the Supplier shall otherwise have no liability in respect of a defective Product. No refund, credit or replacement will be given for any out of date Products.

13.5 Except as provided for in these Terms, there are no warranties, express or implied, of fitness for a particular purpose, or of any other kind except as to title. In particular, all terms and warranties which would otherwise be implied by statute or under common law (including, without limitation, the terms implied by sections 13 to 15 of the Sale of Goods Act 1979 and sections 3, 4 and 5 of the Supply of Goods and Services Act 1982) are hereby excluded to the fullest extent permitted by law.

14 Intellectual Property Rights

14.1 The Customer acknowledges that the Supplier reserves all intellectual property rights in the Products and any associated merchandise or documentation (including but not limited to copyright, registered and unregistered design rights, registered and unregistered trade marks and confidential know-how). Except for the honest use of any trade marks to identify the Products, the Customer may not use any such rights without the Supplier's express written consent.

14.2 The Customer warrants that it has authority to supply any materials, designs and specifications (together "Customer Materials") provided by it to the Supplier and that Supplier's use of the Customer Materials shall not infringement the rights of any third party. The Customer grants to the Supplier a non-exclusive licence to use the Customer Materials.

15 Limitation of Liability

15.1 Nothing in these Terms shall limit any liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation, breach of the terms implied by section 12 of the Sale of Goods Act 1979 or any other liability which cannot be legally limited.

15.2 The Supplier shall, subject to clause 15.1, under no circumstances be liable for any loss of anticipated profit, loss of revenue, loss of business, loss of goodwill, business interruption,

any economic loss, any indirect, special or consequential loss or for any third party claims howsoever arising either from breach or non-performance of any of its obligations under a Contract or from the supply of or intended use of the Products, even if the Supplier has been advised of the possibility of such potential loss.

15.3 The Supplier will not, subject to clause 15.1, be liable for any loss, damage, claim, cost or expense arising from the Customer's failure to comply with its obligations under clause 12 or for any loss or damage caused to or suffered by the Customer as a direct or indirect result of the supply of the Products by the Supplier being prevented, restricted, hindered or delayed by reason of any circumstances outside the control of the Supplier including, without limitation, any export or import restrictions, quota, prohibition, changes to taxes, duties levies, customs clearances or circumstances affecting the provision of all or any part of the Products by the Supplier's usual source of supply or means of delivery

15.4 The Supplier's total liability to the Customer shall not, subject to clause 15.1, exceed the price paid for the Products with respect to which the claim is made. The Supplier's total liability includes liability in contract, tort (including negligence), breach of statutory duty, or otherwise, arising under or in connection with the Contract.

15.5 Unless the Customer notifies the Supplier that it intends to make a claim, the Supplier shall have no liability for that event, subject to clause 15.1. The notice period for an event shall start on the day on which the Customer becomes, or ought reasonably to have become, aware of the event having occurred and shall expire three months from that date. The notice must be in writing and must identify the event and the grounds for the claim in reasonable detail.

16 General

16.1 The Contract constitutes the entire agreement and understanding of the parties and supersedes all previous oral or written representations, undertakings and agreements relating to the Products. All information contained in the Supplier's sales literature or correspondence is provided for guidance only and does not form part of the Contract. The Supplier's employees and agents are not authorised to make representations or give undertakings relating to the Products or the meaning of these Terms. The Customer confirms that it has not entered into the Contract on the basis of any representations that are not expressly incorporated in the Contract.

16.2 The invalidity or unenforceability of any provision of these Terms shall not affect the validity or enforceability of the remaining terms or rights under a Contract. Any invalid or unenforceable term shall be deemed modified to the minimum extent necessary to make it valid, legal and enforceable. If such modification is not possible, the relevant provision or part-provision shall be deemed deleted.

16.3 The failure of the Supplier to insist upon the strict performance of any of the Terms shall not be construed as a waiver of any such term and shall in no way affect the Supplier's right to enforce such provision later.

16.4 Nothing in the Contract is intended to nor shall it create any partnership, joint venture, constitute either party the agent of the other, or authorise either party to make or enter into any commitments for or on behalf of the other party.

16.5 Save for any company in the Supplier's group of companies or any permitted assignee (which the Supplier has consented to), a party who is not a party to the Contract shall not have any rights under the Contracts (Rights of Third Parties) Act 1999 to enforce any term of the Contract

16.6 The Supplier reserves the right to amend or update the Terms from time to time. No variation of a Contract shall be effective unless it is agreed in writing and signed by the parties (or their authorised representatives).

16.7 The Contract shall be governed by English Law and the courts of England and Wales shall have exclusive jurisdiction in relation to any dispute relating thereto.



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