

CIDER

THE MARKET

The Cider revolution continues apace with draught format and new pear flavours setting the current trends. Cider is not only a traditional favourite but is also increasingly fashionable with younger, new generation drinkers.

Cider is both refreshing and full of flavour and is great served in a branded glass. It has wide customer appeal and is an excellent accompaniment to many food dishes, two important factors in the sector's performance overall.

Magners and Bulmers dominate the cider market and both report a switch in focus from the packaged variety to the more profitable format of draught. There have also been high levels of innovation in flavours and styles in the last few years.

Pear Cider represents a great opportunity that is being well exploited, with consumers moving on from apple to pear ciders.

BOTTLED CIDER

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MAGNERS ORIGINAL

Sizes	568ml x 12
	330ml x 24
ABV	4.5%

An authentic premium Irish cider, crafted from pure apple juice that consumers consistently rate as their first choice cider.



MAGNERS PEAR

Sizes	568ml x 12
ABV	4.5%

Premium Irish cider, crafted from 100% pear juice.



KOPPARBERG PEAR

Sizes	500ml x 15
ABV	4.5%

Using only the finest pears this cider is light in colour and refreshingly fruity to taste.



KOPPARBERG MIXED FRUIT

Sizes	500ml x 15
ABV	4.0%

A truly unique, fruity taste, rich in colour and refreshing down to the last drop.



KOPPARBERG ELDERFLOWER & LIME

Sizes	500ml x 15
ABV	4.0%

Clear in colour and slightly less sweet, resulting in a drier yet still invigorating and refreshing taste.



KOPPARBERG STRAWBERRY & LIME

Sizes	500ml x 15
ABV	4.0%

The juice of strawberries & limes are lovingly added to Kopparberg Apple Cider to deliver an unmistakable taste of summer.



BULMERS ORIGINAL

Sizes	568ml x 12
ABV	4.5%

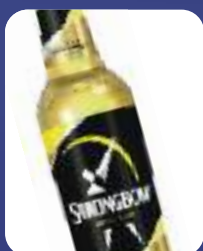
A crisp, refreshing cider with a clean, apple finish. The packaging reflects Bulmer's brand heritage and premium quality dating back to 1887.



BULMERS PEAR

Sizes	568ml x 12
ABV	4.5%

Launched in late 2007 and benefiting from its early entry to a booming cider sub sector.



STRONGBOW

Sizes	275ml x 24
ABV	5.3%

Strongbow is the number one cider brand in the UK. Made with bitter sweet cider apples which result in a complex rewarding and refreshing clean, crisp pint.



WKD CORE

Sizes	500ml x 12
ABV	4.5%

A revolutionary apple cider bringing a new dimension to the highly successful WKD range.



BROTHERS RANGE

Pear	500ml x 12	ABV 4.7%
Lemon Mixed	500ml x 12	ABV 4.0%
Festival Pear	500ml x 12	ABV 7.0%
Strawberry Mixed	500ml x 12	ABV 4.0%
Toffee Apple	500ml x 12	ABV 4.0%
Tutti Frutti Pear	500ml x 12	ABV 4.0%
Bittersweet Apple	500ml x 12	ABV 5.5%

**THE NATION'S
BEST SELLING
PREMIUM CIDER...**

*Source: CGA MNT January 2010, Magners Original and Pear Pint Bottle



*...is Also Available
On Draught
Served Extra Cold*

THERE'S METHOD IN THE



DRAUGHT CIDER

DRAUGHT CIDER



MAGNERS DRAUGHT

Sizes	11G
ABV	4.5%

The premium refreshing taste of Great Britain's favourite cider is also available on draught. Served extra cold in a branded glass there is no need to add ice. Made the same carefully crafted way as our Magners Original Pint bottle. Enjoy. There's method in the Magners.



KINGSTONE PRESS

Sizes	11G
ABV	4.7%

A premium cider from Aston Manor brewery. An authentic, thirst-quenching cider, which (believe it or not) actually tastes of apples! A claim all ciders talk about but not all achieve.



WESTONS STOWFORD PRESS

Sizes	11G
ABV	4.5%

One of the many craft cider producers benefiting from the diversification within the cider market. Consumers are moving towards more traditional products such as Stowford Press.



BULMERS ORIGINAL

Sizes	11G
ABV	4.5%

Using only the finest apples to deliver a premium quality cider, which is vat matured to give a natural refreshing taste and smooth character.



STRONGBOW

Sizes	11G
ABV	4.5%

Strongbow is the number one cider brand in the UK. Made with bitter sweet cider apples which result in a complex rewarding and refreshing clean, crisp pint.