



An Introduction to

Aston Manor is the largest independent cider company in the UK.

The brewery was established in 1983 and is owned entirely by the Ellis family. It produces 1.4million hectar litres of cider per year. The UK has seen a resurgence in the cider market and, as such, cider sales are growing at their fastest rate ever.



Did you know

The UK cider market is set to grow by 5% in volume and 8% in value over the next three years.

The new cider drinkers in the market want to try new brands. Our global export division is rapidly expanding with future growth projections of distribution to over 20 countries.

Cider Market UK

- Cider is still the fastest growing alcohol category.
- Market value £2 billion.
- Cider sales grown 13% in 2010 and 11% in 2009.
- Category outsells ales 2:1 and RTD's 8:1.
- 6 x more people buy cider compared to 5 yrs ago.
- 4 in 10 people in UK now buy cider.
- 63%of people now drink cider all year round.

2010 – Cider sales up 13%, wine up 3.3%, spirits up 2.5%, ales up 0.5%, RTD's up 0.2%, lager down 1.5%





Frosty Jack's



- Frosty Jack's cider was first launched in 1997.
- Frosty Jack's is a high quality cider with real apple taste combined with value for money.

ABV of 7.5%

Pack formats:

500ml cans, 1ltr PET , 2ltr PET, 3ltr PET



Frosty Jack's is the third biggest selling cider in the UK by volume sales (off-trade).



KINGSTONE PRESS

- The original 500ml crown cork PET cider in the UK.
- Made with the finest Dabinett and Michelin apples from the fertile slopes of the Malvern Hills on the Herefordshire and Worcestershire border.
- 'Pint bottle' cider is the fastest growing format in the sector.
- The 660ml glass bottle delivers a value for money alternative in this popular sector.

ABV of 4.7% in the 500ml format or 5.3% in the 660ml format.

Pack formats:

500ml PET Crown Cork Bottles
660ml Glass
Draught one way 30L keg





Crumpton Cider

ABV 5%
Pack formats:
2ltr PET
500ml Cans



Chardolini

7.5% ABV Light Sparkling Perry

Made using the finest blend of fruits creating a refreshing, unique taste.

Ideal as a complement to food or highly enjoyable on its own.

Available at highly competitive prices.



Knight's Malvern Oak & Gold

ABV 6%
Pack format:
750ml glass



Knight's Premium Reserve

ABV 5.8%
Pack format:
660ml glass





Press 81 Apple and Pear cider

ABV 4.5%

Press 81 is the first cider in the UK to be served in a cold activated aluminium bottle which uses unique cold activation technology. Press 81 combines craft and provenance with cutting edge design, to create a premium, stylish brand which brings true innovation to the cider market.

As the UK's first cider to be served in a sleek aluminium bottle, Press 81 has three thermo-chromic rings on the front which turn 'steel blue' when the cider has reached the optimum temperature — delivering superior refreshment for consumers.

Press 81 is created using the 81st recipe crafted by our master cider maker, made using fresh bittersweet apples from Aston Manor's orchards in Malvern. It is then cold fermented, filtered and bottled to retain the fresh fruity flavours and aromas that give the cider a unique fruity and full bodied taste.

The apple cider variant is also complimented by a pear cider flavour.

