

THE TANGLED CIDER^{co}



An introduction to



Tangled Cider is a truly innovative range of high quality, premium fruit ciders with unique and bold, yet contemporary, design features.

With the ever increasing growth in fruit ciders, Tangled is poised to be the new all-year-round brand...where rich fruity flavours add a new twist to England's best apple and pear ciders.

With five lip-smacking flavours, Tangled's target consumers are both males and females aged 25-35 who have a fun and adventurous side.

They want to be seen with a premium product and regularly enjoy quality brands as part of their lifestyle – that's where Tangled Cider comes in!



? Did you know

Cider is the fastest growing alcohol category

41% of cider drinkers are aged 18-34

Cider is worth over £2Billion

Six times the number of people are buying cider now compared to five years ago

Almost half of cider drinkers consume both traditional apple and pear/other fruit cider

There are also 2.3million additional cider drinkers – primarily 18 to 24-year-old women

Fruit/specialist cider category in clear growth – up 17% in 2010 – and taking share from standard ciders.

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Ginger, Honey & Mexican Lime

Spanish Orange & Sicilian Lemon



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Sweet Grapefruit & Passion Fruit

Packaging options

