



**Estate Craft Ciders | Pure Apple Juices | Healthy Apple Crisps**





# WHO ARE WE?

## ALEX CHARRINGTON

Managing Director, Charrington's Drinks

## GRANT STIRLING

Cider-maker and relationship manager



ALEX CHARRINGTON



GRANT STIRLING





# CRYALS FARM

## IN MATFIELD, KENT

- Independent family-owned farm - Experts in apples
- Fresh produce sold to Sainsbury's, Tesco, Asda, Morrisons, Aldi, Lidl, Booths for over 50 years
- Varieties: Cox, Russet, and Bramley - (British Classics) with Zari, Fuji, Gala and Cheerful Gold (new innovative varieties)
- All Class 1 apples
- Homegrown and hand-picked
- Unique single-estate provenance - our own terroir (120 acres)
- All our apples are hand-picked from the branches of our trees from our 120 acre estate
- We do not shake our trees and we certainly do not use fallen apples



← LONDON

TUNBRIDGE  
WELLS



CANTERBURY

DOVER

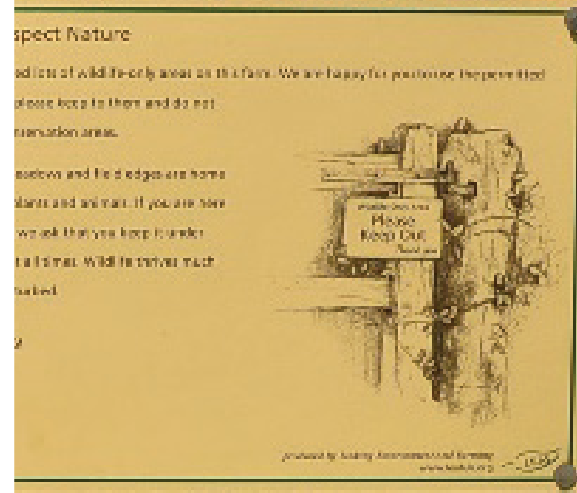
**GARDEN  
OF ENGLAND**



# WE ARE ENVIRONMENTALLY SUSTAINABLE



- We're accredited by Red Tractor & LEAF (Linking Environment & Farming) - the highest accreditation for sustainable farming in the UK and globally recognised
- Winner of the Emsden Trophy in 2015 for our leading contribution to Kent countryside and wildlife
- Ethical farm strategy for waste avoidance: sustainable diversification to "make every apple count"
- Solar powered stores & rainfall collection serving the whole farm makes us a net water contributor





## AWARD WINNING PRODUCTS

# CRAFT CIDERS

### CRYALS CLASSIC

Medium. WINNER "Best Cider" at the Quality Drink Awards December 2016

### CRYALS PRIVATE BIN

Dry. Awarded 1-star by Great Taste 2016 and Highly Commended at the Quality Drink Awards 2015

# APPLE JUICES

### RAVISHING RUSSET

Awarded 1-star by Great Taste 2016 and Highly Commended at the 2015 Quality Awards

### CAPTIVATING COX

Awarded 2-stars by Great Taste 2016

# CRISPS

### CHARRINGTON'S APPLE CRISPS

WINNER "Best Sweet Bagged Snack" at the Quality Food Awards December 2016





# APPLE CRISPS

Newly launched, winner already!

## 100% DELICIOUS AND HEALTHY

Just apples sliced and air-dried. Great Kentish varieties Coxes, Russets & Cheerful Gold which is a brand new variety discovered in Staplehurst, Kent.

Not fried and nothing added, not even VAT (zero rated)!

WINNER "Best Sweet Bagged Snack" at the Quality Food Awards December 2016

**"A satisfying, indulgent and nutritious snack for both kids and grown-ups."**



# CRYALS CLASSIC

Medium sweet sparkling Estate Craft Cider

- 🍏 Clear pale lemon appearance
- 🍏 Balance of crispness with a fruity fresh-apple finish
- 🍏 Blend of Cox, Russet, Bramley apples
- 🍏 ABV 5.3%

## PAIRINGS

- 🍏 White meats (especially pork)
- 🍏 Lightly spiced dishes (e.g. mild Thai curry)
- 🍏 Blue cheeses
- 🍏 Serve chilled from a flute

## SHELF LIFE

- 🍏 3 years at production (but ages beyond)
- 🍏 Contains sulphites (for freshness)
- 🍏 Pasteurised in Bottle, Green Crown Cap

## HEALTH BENEFITS

- 🍏 Suitable for vegetarians and vegans
- 🍏 Gluten free



BOTTLE SIZE	BOTTLES IN A CASE	CASES PER LAYER	BOTTLES PER LAYER	NUMBER OF LAYERS	BOTTLES IN PALLET
750ml	6	20	120	6	720
500ml	12	18	216	5	1080
330ml	12	23	276	6	1656





# CRYALS PRIVATE BIN

Dry sparkling Estate Craft Cider

- 🍏 Clear pale lemon appearance
- 🍏 Blend of Cox, Russet, Bramley apples
- 🍏 ABV 5.5%

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## PAIRINGS

- 🍏 White meats (especially pork)
- 🍏 Nibbles / canapes
- 🍏 Serve chilled from a flute

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## SHELF LIFE

- 🍏 3 years at production (but ages beyond)
- 🍏 Contains sulphites (for freshness)
- 🍏 Pasteurised in Bottle, Gold Crown Cap

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## HEALTH BENEFITS

- 🍏 Suitable for vegetarians and vegans
- 🍏 Gluten free

BOTTLE SIZE	BOTTLES IN A CASE	CASES PER LAYER	BOTTLES PER LAYER	NUMBER OF LAYERS	BOTTLES IN PALLET
750ml	6	20	120	6	720
500ml	12	18	216	5	1080
330ml	12	23	276	6	1656



# CAPTIVATING COX

Single-variety pressed apple juice



- 🍏 We use only hand-picked Cox apples for our own orchards
- 🍏 Lightly sparkling Captivating Cox is now available in 250ml bottles

## SERVING SUGGESTION

- 🍏 Breakfast juice
- 🍏 Cocktail mixer (especially gin)
- 🍏 Serve chilled from a flute

## SHELF LIFE

- 🍏 At production recommended 3 years (but no maximum)
- 🍏 On delivery recommended 2 years (but no maximum)
- 🍏 Refrigerate after opening and drink within 3-4 days
- 🍏 Pasteurised in Bottle, Green Crown Cap

## HEALTH BENEFITS

- 🍏 Suitable for vegetarians and vegans
- 🍏 Gluten free



BOTTLE SIZE	BOTTLES IN A CASE	CASES PER LAYER	BOTTLES PER LAYER	NUMBER OF LAYERS	BOTTLES IN PALLET
1 litre	6	20	120	5	600
250ml	19	17	323	6	1938





# RAVISHING RUSSET

Single-variety pressed apple juice

- 🍏 Egremont Russet apples
- 🍏 Rich textured with a nutty sweetness

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## SERVING SUGGESTION

- 🍏 Cocktail mixer (e.g. vodka)

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## SHELF LIFE

- 🍏 At production recommended 3 years (but no maximum)
- 🍏 On delivery recommended 2 years (but no maximum)
- 🍏 Pasteurised in Bottle, Gold Crown Cap
- 🍏 Refrigerate after opening and drink within 3-4 days

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## HEALTH BENEFITS

- 🍏 Vitamin C added (for freshness)
- 🍏 Energy boost (e.g. end of day or post exercise)
- 🍏 Suitable for vegetarians and vegans. Gluten free

BOTTLE SIZE	BOTTLES IN A CASE	CASES PER LAYER	BOTTLES PER LAYER	NUMBER OF LAYERS	BOTTLES IN PALLET
1 litre	6	20	120	4	480
250ml	19	17	323	6	1938



# EVENTS

Extensive programme of events being planned for 2017 in Kent, London and southeast including:

## FOOD FESTIVALS

Goodwood Festival, Carfest South, Country Living Fair

## LOCAL FAIRS

Matfield, Lamberhurst, Tunbridge Wells, Tonbridge

## REGIONAL MARKETS

Country Lifestyle Fairs

## OUTDOOR EVENTS

Brightling Walled Garden Music Festival

## CHRISTMAS MARKETS

Spirit of Christmas Fair, Leeds Castle Christmas Market

## AT HOME

Blossom Farm Walk and Open Farm Sunday at Cryals Farm





# PROMOTIONS

## AT SPECIFIC STOCKISTS

Tasting sessions and meet the producer events  
Customer samples  
POS materials

## ON-LINE PROMOTION & SUPPORT

Company website [www.charringtonsdrinks.com](http://www.charringtonsdrinks.com)  
[www.facebook.com/charringtons](http://www.facebook.com/charringtons)  
Twitter [@\\_charringtons](https://twitter.com/_charringtons)



# SUPPORT

## SAMPLING

In-store / restaurant sampling.

## PRODUCT POSITIONING

Alongside English sparkling wines or family of Kent / local apple-based products. Also alongside Prosecco, particularly under 30's - emphasis on enjoyed from a flute.

## POS MATERIAL

Emphasis on premium sparkling and award-winning.

## TARGETED

seasonal promotions.

## ADVERTISING

Support for advertorial content in brochures and premium publications.

## COLLABORATIONS

Potential for own brand or personalised selections in conjunction with Charringtons







# SUMMARY

## UNIQUE SINGLE-ESTATE PROVENANCE

If we haven't grown it, it doesn't go in!

## LEAF & RED TRACTOR ACCREDITED

Environmentally sustainable, no waste.

## PREMIUM QUALITY APPLES

The same apples we sell to supermarkets, all hand-picked from the tree.

## NATIONAL AWARD WINNING PRODUCTS

From Great Taste to Quality Food & Drink Awards, including "Best Cider" and "Best Sweet Bagged Snack" at the Quality Awards Christmas 2016.

## PREMIUM CIDERS

Lightly sparkling with a wine-like quality. Enjoyed by both wine-drinkers and cider aficionados. Best served chilled from a champagne flute. Successfully growing alongside Prosecco and English sparkling wine.

## APPLE JUICES ARE KENT CLASSICS

Single-variety, pressed, not from concentrate and never diluted.

## AIR-DRIED APPLE CRISPS

100% healthy and 100% delicious, not fried and nothing added. Perfect as a healthy on-the-go snack.



*Homegrown and Hand-picked...*

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Enjoy chilled in #mindandbottle