



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

- An independent, family-owned 120 acre farm
- 2 generations of expertise in growing Class 1 apples
- Unique single-estate provenance
- Varieties grown: Cox, Russet, and Bramley (British Classics) with Zari, Gala and Cheerfull Gold TM (new innovative varieties)
- Every apple is homegrown and hand-picked from the trees in our orchards.
- We do not shake our trees and we certainly do not use fallen apples
- Fresh produce sold to Sainsbury's, Tesco, Asda, Morrisons, Aldi, Lidl, Booths for over 50 years
-

+ 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 in reservoirs serving the whole farm makes us a net water contributor





QUALITY FOOD



2019

WINNER

QUALITY DRINK



2016

WINNER

QUALITY DRINK



2015

HIGHLY
COMMEDED

OUR AWARD WINNERS

CRAFT CIDERS

CRYALS CLASSIC Medium sparkling. WINNER "Best Cider" at the Quality Drink Awards 2016

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

THE EARL'S RESERVE MULLED WITH RED PEPPERCORN & HIBISCUS HERBAL INFUSIONS Medium still. Awarded 1* by Great Taste in 2019

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

CAPTIVATING COX MULLED WITH RED PEPPERCORN & HIBISCUS HERBAL INFUSIONS WINNER "Best Hot Drink" at the Quality Food Awards 2019 and Awarded 1* by Great Taste in 2019

CRISPS

CHARRINGTON'S APPLE CRISPS WINNER "Best Sweet Bagged Snack" at the Quality Food Awards 2016



APPLE CRISPS

100% DELICIOUS AND HEALTHY

- 🍏 Just apples sliced and air-dried.
- 🍏 Not fried and nothing added (not even VAT they're zero rated!)
- 🍏 Great Kentish varieties Coxes, Russets & Cheerfull Gold TM (a new variety discovered in Staplehurst, Kent).
- 🍏 One of your 5-a-day.
- 🍏 Suitable for vegetarians and vegans
- 🍏 Naturally free from gluten
- 🍏 Delicious as a snack or with cheeses
- 🍏 WINNER "Best Sweet Bagged Snack" at the Quality Food Awards 2016



Available in shelf display boxes of 15 bags or loose in boxes up to 180 bags

"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) and pasteurised in bottle
- 🍏 Green Crown Cap

HEALTH BENEFITS

- 🍏 Suitable for vegetarians and vegans
- 🍏 Gluten free

NB: 750ml currently SOLD OUT



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



PRIVATE BIN

Dry sparkling Estate Craft Cider

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

PAIRINGS

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

SHELF LIFE

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

HEALTH BENEFITS

- 🍏 Suitable for vegetarians and vegans
- 🍏 Gluten free

NB: 750ml currently SOLD OUT

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

CAPTIVATING COX

Single-variety pressed apple juice

- 🍏 We use only hand-picked Cox apples for our own orchards
- 🍏 A lovely crisp juice balancing sweetness with that unmistakable coxy tang

SERVING SUGGESTION

- 🍏 Breakfast juice
- 🍏 Cocktail mixer (especially berry flavoured gin)
- 🍏 Serve chilled

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

HEALTH BENEFITS

- 🍏 Suitable for vegetarians and vegans
- 🍏 Gluten free
- 🍏 Vitamin C added (for freshness)



BOTTL SIZE	BOTTLES IN A CASE	CASES PER LAYER	BOTTLES PER LAYER	NUMBER OF LAYERS	BOTTLES IN PALLET
1 litre	6	20	120	4	480
330ml	24	13	312	6	1872



RAVISHING RUSSET

Single-variety pressed apple juice

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

SERVING SUGGESTION

- 🍏 A natural energy boost after exercise or at the end of the day
- 🍏 Cocktail mixer (such as toffee vodka)

SHELF LIFE

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

HEALTH BENEFITS

- 🍏 Vitamin C added (for freshness)
- 🍏 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	12	11	132	4	528
250ml	20	17	340	6	2040



THE EARL'S RESERVE

Medium still Estate Craft Cider

- 🍏 Golden yellow appearance
- 🍏 Egremont Russet apples
- 🍏 ABV 5.8%

PAIRINGS

- 🍏 Barbecued meats (especially pork and hog roast)
- 🍏 Serve chilled or can be mulled
- 🍏 Ideal for picnics, camping and festivals

SHELF LIFE

- 🍏 1 years at production (but ages beyond)
- 🍏 Contains sulphites (for freshness)
- 🍏 Convenient handles and tap

HEALTH BENEFITS

- 🍏 Suitable for vegetarians and vegans
- 🍏 Gluten free

POUCH SIZE	POUCHES IN A CASE	CASES PER LAYER	POUCHES PER LAYER	NUMBER OF LAYERS	POUCHES IN PALLET
3 litres	3	18	54	5	270



PACK SIZE	PACKS IN A CASE	
36 pyramids	To match volume of cider or apple juice	Catering
12 pyramids	To match volume of cider or apple juice	Customer

HOT MULLED DRINKS

The Earl's Reserve mulled cider (1* Great Taste)
or
Captivating Cox mulled apple juice (Best Hot Drink
at the Quality Food Awards and 1* Great Taste)

mulled with RED PEPPERCORN & HIBISCUS HERBAL INFUSIONS

EASY TO MAKE

- 🍏 Heat the cider or apple juice (simmer, don't boil)
- 🍏 Add pyramids of mulling spices (one per cup or 250ml)
- 🍏 leave for 3-8 minute to infuse and reach desired taste
- 🍏 Just like making a cuppa!

PAIRS WITH

- 🍏 Hog roast and any festive foods – Christmas in a cup!

SHELF LIFE

- 🍏 1 year at production
- 🍏 Catering packs of 36 pyramids / Customer packs of 12 pyramids

HEALTH BENEFITS

- 🍏 Suitable for vegetarians and vegans
- 🍏 Herbal infusion (zero rated for VAT like a tea)

FULL PALLETS

PRODUCT	UNIT BARCODE	CASE BARCODE	CASE WEIGHT (KG)	FULL PALLET LAYERS	CASES PER LAYER	FULL PALLET WEIGHT (KG)	UNITS PER CASE	UNITS PER PALLET
Charrington's Cryals Classic Kent Craft Cider 330ml	5060411460003	5060411460225	7.1	6	23	979.8	12	1656
Charrington's Private Bin Kent Craft Cider 330ml	5060411460034	5060411460218	7.1	6	23	979.8	12	1656
Charrington's Cryals Classic Kent Craft Cider 750ml Currently SOLD OUT	5060411460027	5060411460188	8.8	6	20	1056	6	720
Charrington's Private Bin Kent Craft Cider 750ml Currently SOLD OUT	5060411460058	5060411460171	8.8	6	20	1056	6	720
Charrington's Queen Of Cox Kent Craft Cider 750ml Currently SOLD OUT	5060411460089	5060411460287	8.8	6	20	1058	6	720
The Earl's Reserve Kent Craft Cider 3litre	5060411460294		9.5	5	18	855	3	270
Charrington's Ravishing Russet Apple Juice 1 Litre	5060411460102		21	4	11	924	12	528
Charrington's Ravishing Russet Apple Juice 250ml	5060411460096	5060411460249	9.3	6	17	948.6	20	1938
Charrington's Captivating Cox Apple Juice 1 Litre	5060411460126	5060411460164	10.6	4	20	848	6	480
Charrington's Captivating Cox Apple Juice 330ml	5060411460355		14.3	6	13	1115.4	24	1872
Charrington's Captivating Cox Apple Juice 250ml Currently Sold out	5060411460119	5060411460232	9.3	6	17	948.6	19	1938
Charrington's Apple Crisps 20g	5060411460133	5060411460140	0.5	6	21	63	15	1890
Red Peppercorn & Hibiscus Herbal Infusions	5060411460300	As required to match apple juice / cider volume to be mulled						

EVENTS

Extensive annual programme of events in Kent, London and southeast including:

FOOD FESTIVALS

Pub in the Park, Goodwood Festival of Food, Carfest South

LOCAL FAIRS

Matfield, Lamberhurst, Tunbridge Wells, Tonbridge, Penshurst

REGIONAL MARKETS

Country Lifestyle Fairs, Weald of Kent Fairs

OUTDOOR EVENTS

Christmas Illuminations at Bedgebury Pinetum, Brightling Walled Garden Music Festival

FESTIVE MARKETS

Spirit of Christmas Fair, Leeds Castle Christmas Markets, Yalding Yuletide

AT HOME

Blossom Farm Walk and Harvest Experience plus 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

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 Charrington's





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

Including 2* from Great Taste and 4 category winners at the Quality Food & Drink Awards ("Best Cider" twice, "Best Sweet Bagged Snack" and "Best Hot Drink").

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