

# Old Conky - For Those With a Nose for Great Cider We're Celebrating 200 Fabulous Years!

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A new cider for a new era. Sheppy's have a nose for great cider - thanks to 200 years of knowledge, passion and innovation. This year the Somerset-based craft cider makers are celebrating their bicentenary with the launch of Old Conky Cider. Old Conky not only marks two centuries of Sheppy's, its name is also an affectionate nod to another historic notable - the first Duke of Wellington.

## What's in a name

The Duke of Wellington's title originates from the famous Somerset town close to where Sheppy's produce their premium cider - Wellington. Famed for his victory at the Battle of Waterloo - the 'Iron Duke' was also sometimes affectionately known as Old Conky, thanks to his rather conspicuous nose. Two great achievements - one celebratory cider.

## Old Conky - for those with a great nose for cider

Old Conky is a fine crafted medium sweet Somerset cider, which is made with traditional cider apple varieties and a little added celebratory sparkle

## When the seed was sown

For Sheppy's, their cider making journey began back in 1816, spanning six generations and two farms. It began with John Shepson - who later became known as Sheppy - at Iwood Farm, in Somerset. Like all dairy and beef farmers, the Sheppy family first produced cider as a sideline. However, as the business passed down through the generations, it was Stanley Sheppy who went on to establish Sheppy's as a well-respected and well known cider making brand. Today it is John Sheppy's great, great, great grandson - and Stanley's grandson - David Sheppy, who owns the business, with his wife Louisa. It was as a young boy that David's path was cemented - he often accompanied his mother as she sold cider on the roadside. It was only natural that he would share the same passion for cider making, and continue in the family footsteps. Sheppy's now produce 18 varieties of their traditional premium craft cider - in bottle, keg and bag in box - at Three Bridges Farm at Bradford-on-Tone, near Wellington. They remain true to their 200 year old heritage and traditions - combined with modern innovations - and continue to craft their cider just the way it should be.

2016 is brewing up to be an incredible year for Sheppy's. Not only are they celebrating 200 years of cider making, much change is afoot at Three Bridges Farm. A further 22 acres of orchards have been planted - adding to the 70 acres that are already there. Amongst the cider apples being grown there, is the rare Kingston Black. Sheppy's visitor centre is also being developed, by utilising the buildings that once housed the old cider works - including an enlarged farm shop and restaurant which will undergo a full refurbishment. A number of celebratory events are also planned throughout the year, including another new cider this summer....

## A crafty celebration

Craft cider is enjoying a renaissance thanks to new product development, new packaging styles - and demand. So Sheppy's will launch **Old Conky** at Craft Beer Rising - a celebration of craft and artisanal beers, and ciders, on February 26 - 27. Sheppy's are the official cider partner at the event, which is being held at The Old Truman Brewery in Brick Lane, London - and where they are sponsoring the Lost In Cyder Space zone. See Sheppy's on **Stand 12**.

David Sheppy, Managing Director and Head Cider Maker at Sheppy's said: *"This year is a very special year for Sheppy's. And what better way to celebrate our bicentenary than by doing what we do best - producing a premium quality craft cider that honours six generations of cider making. We have thought very carefully about the name for our bicentenary cider - and felt that Old Conky was a fitting tribute to that heritage - and one that we hope will live on for another 200 years."*

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