

Something Old - Something New: Traditional Taste Blends With Contemporary Design At Sheppy's

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The same great tasting award winning cider - just in a freshly branded bottle. Sheppy's have been making cider for almost 200 years, and the brand and the bottles needed to reflect this, whilst appealing to the next generation of cider drinkers. The bottles should stand out on the shelves that keep filling up with more and more ciders. Sheppy's is the real thing - and the bottles need to shout this.

An orchard of apples...

This was a challenging task and the result is a tweak to the main Sheppy's brand - but a fresh look for the bottle labels. The new branding brings the entire range together as a family - and each label retains the familiar and trusted Sheppy's logo. Single variety products now have labels featuring a distinctive apple logo in differing colours while the blended varieties feature a scenic image - all with a nod to the tradition of cider-making from orchard to bottle at Sheppy's.

Take a trip 'up North' to see the new bottles

Among those to undergo the transformation are Sheppy's multi award winning Oak Matured Vintage, Great Taste award winning Dabinett Apple, Sheppy's popular Taylor's Gold as well as the latest addition to the range - Mulled Cider. The distinctive new branding will be officially launched at the Northern Restaurant and Bar trade show in Manchester on March 17th and 18th.

David Sheppy, Sheppy's managing director and head cider maker, said: *"We felt the Sheppy's brand was in need of refreshing and streamlining. We have added to the range over the years and new labels had been created with each addition - causing a lack of continuity. In order to bring the Sheppy's collection together as a family - and to appeal to the younger market - we wanted a new look. The fresh branding is contemporary - yet still retains our traditional roots and our well established logo. Sheppy's now has a greater shelf presence in both the retail and bar categories."*

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Editor's Notes

Sheppy's have been crafting cider since 1816 and since 1917 at Three Bridges Farm in Somerset.

Sheppy's range includes Oak Matured Vintage - Great Taste 2014 Top 50, and three gold stars; Best Cider at the 2014 Quality Food and Drink Awards; Best Cider at Wells Food Festival and Silver at the International Cider Challenge.

Sheppy's Cider is available to buy online at www.sheppyscider.com, regionally at Tesco, Booths, Waitrose and Costco, and nationally it is available in Sainsbury's, Booker and M&S. SRP from £2.20 - £2.50 per 500ml bottle.

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