



LIFE IN FULL  
FLAVOUR WITH

Lilley's  
Cider



# REAL CIDER. MADE PROPER.

Lilley's Cider started the best way possible — as a shared passion between a father and son, both with backgrounds in hospitality and a love of great drinks. Back in 2007, Chris and Marc Lilley set out in Somerset with a simple idea: the county that invented cider deserved more.

**More Fruit. More Flavour. More Taste.**

Fast forward over a decade and they're still side by side in the cidery, tasting every batch and dreaming up new recipes. With 29 ciders and perries in the line-up — from the award-winning Bee Sting Perry to the much-loved Mango Cider — Lilley's has become a genuinely British cider brand that knows exactly what drinkers want.



# HONEST. INNOVATIVE. JUICY APPLES. *...in that order.*

Down to earth by nature, we believe honesty is the best policy. Unlike other companies, we use **real fruit juice to enhance flavour**, rather than relying on just flavourings. Every cider is carefully crafted to ensure a vibrant, satisfying taste – more fruit, more flavour, and more enjoyment in every sip.

We're always tinkering and tasting, refining each batch in pursuit of bold, unforgettable flavours. From timeless classics you'd happily share with your dad to fruity renegades you probably wouldn't, we push boundaries while staying true to our craft.

***Great cider shouldn't just be made – it should be imagined, experimented with, and enjoyed with a smile.***



# NO SHORTCUTS, JUST REAL FRUIT.

We're passionate about crafting modern English ciders that break free from the ordinary, using only the juiciest fruit and finest ingredients to create bold, memorable flavours. At the forefront of flavour, we've been the first to craft many exciting new combinations, setting the standard for modern fruit cider.

While many fruit ciders rely on flavourings, ours pack a punch with real fruit juice – because great cider should taste as vibrant as it looks.

MADE  
WITH  
**REAL  
FRUIT  
JUICE**



# CIDER IS WORTH £3.1BN IN THE UK

Draught cider is booming, making up 77% of on-trade sales and adding £1.4 billion to the UK cider sector. On average, it brings in £21,500 a year for a pub – and we're proud to support the hospitality industry and help it thrive.

We're on a mission to put British craft cider front and centre, creating modern, bold ciders with a contemporary twist. In 2024 alone, Brits enjoyed 342 million pints and 114 million bottles on-trade – proof that great cider, done the right way, has never been more popular.

## 137.6 BN

expected international growth of the cider market by 2035, with flavoured cider taking 64% market share.\*



## 342M

pints of cider and

## 114M

bottles of cider were sold last year.

# THE UK'S THIRST FOR CIDER KEEPS GROWING

Apple Cider continues to lead the category, accounting for nearly two-thirds of the total cider market, with Flavoured Cider driving much of the remaining share. In particular, Flavoured Cider on draught stands out as a fast-growing segment, playing a pivotal role in the premiumisation of the cider sector.

We are proud to be at the forefront of fruit cider, having been among the first to create and champion innovative flavour combinations that have helped shape the market. By focusing on what we do best – the flavoured cider space – we continue to lead with creativity, quality, and expertise.

Unlike other companies, we use real fruit juice to enhance flavour rather than relying solely on flavourings. Every cider is carefully crafted to deliver a vibrant, satisfying taste – more fruit, more flavour, and more enjoyment in every sip.



AVERAGE UK

Apple

63.7%

Flavoured

35.9%

Pear/other

0.3%

AVERAGE LILLEY'S CIDER

Apple

10%

Flavoured

85%

Pear/other

5%

# A FLAVOURED CIDER GAP IN THE MARKET

A rapidly growing market presents a clear and exciting opportunity for us to lead and own the space within the flavoured cider category.

3.9%

Projected annual growth for flavoured cider (2025-2034), outpacing traditional cider at 3.5%.

51%

Are willing to pay more for British products even when they cost more than imports.

72%

Of UK businesses and consumers prefer to buy British-made products.

64%

Say supporting UK jobs and the domestic economy drives their preference for British brands.

6%

Projected international growth from approx \$14.18bn in 2025 to over \$26bn by the early 2030s.



# YET MAJOR UK RETAILERS STOCK PREDOMINANTLY INTERNATIONAL BRANDS.



Molson Coors UK



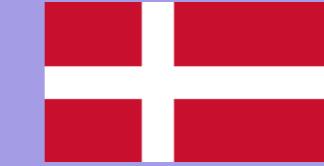
Heineken N.V



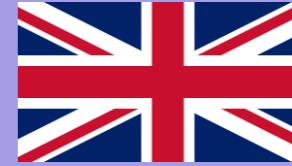
Kopparberg Brewery



The C&C Group



Carlsberg Group



Lilley's Cider



We invite you to **join us in championing British brands** while giving your customers **MORE CHOICE. MORE TASTE** and the flavoured cider options they love and prefer.

# CHALLENGES AND AMBITIONS FOR THE FUTURE

## SEASONALITY

### CHALLENGE:

*Cider is a seasonal product that performs better in the summer months...*

### SOLUTION:

The sun is cider's best salesperson, so ensure your outdoor spaces are primed for heatwaves and sunny days. Make the most of peak summer trade, but don't stop there – stay creative through autumn and winter with flavours like dark fruits or seasonal styles such as mulled cider.

No and low alcohol variants perform well all year and can see even greater demand in January, helping you keep customers engaged beyond the summer months.

We offer cider for every season, including festive holiday editions like Santa Cider and Crazy Ghost, keeping your menu fresh, exciting, and perfectly in tune with the season.

## SPACE ON THE BAR

### CHALLENGE:

*There's intense competition to secure tap space, with global brands taking priority in pubs...*

### SOLUTION:

We provide a practical, hassle-free solution with our ciders in formats to suit every pub – whether it's bottles, cans, keg, or Bag-in-Box (BIB). No dedicated tap lines are needed – BIBs can be stored in a fridge, displayed on the bar, or even attached to a handpull, which is often free of tie. This allows you to serve high-quality craft cider without taking up extra space or affecting existing contracts.

It's never been easier to support independent producers while offering your customers the exceptional cider they love.

## INTERNATIONAL GROWTH

### CHALLENGE:

*While Lilleys Cider has achieved strong UK distribution, how will they break into the international markets?*

### SOLUTION:

Having successfully stocked our full range across the UK, Lilley's Cider is now ready for the next chapter: taking our award-winning ciders to international markets. With a reputation built on quality, craftsmanship, and bold, distinctive flavours, we are set to introduce Lilley's to new audiences around the world.

Our ambition is to share the authentic taste of English cider far and wide, forging strong international partnerships while continuing to innovate and delight cider lovers everywhere.



# INSIGHT: ALL THE JUICY DETAILS

Cider is a cornerstone of the UK pub and bar experience, with the vast majority of consumers seeing it as an essential part of a great visit. How it's served makes a real difference, which is why our cider range is designed to deliver a stand out experience every time.

With a more balanced gender appeal than beer, cider attracts a broader audience, boasting a 60/40 male-to-female split compared to beer's 75/25. Its appeal also spans generations. While the core audience sits within the 34-49 age group,

cider continues to resonate strongly with 18-34-year-olds, over-indexing versus other alcohol categories and helping operators stay relevant with younger consumers.

60/40  
male/female split

34/49  
age range for cider drinkers

What our customer choose



15%  
Draught (pint)



25%  
Bought a bottle



60%  
Bought a BIB

# COME RAIN OR SHINE, WE HAVE CIDER for all seasons!

We proudly offer a vibrant portfolio of ciders crafted to excite every palate and elevate every season. From crisp, refreshing flavours perfect for sun-soaked summer moments to rich, indulgent blends designed to warm the colder months, each cider is carefully created for year-round enjoyment.

With Lilley's Cider, there's always a flavour that fits the moment – giving drinkers the freedom to discover, indulge, and enjoy whatever the occasion.

**MORE CHOICE. MORE TASTE.**



# BOTTLES 500ML

Refreshing  
for summer



LILLEY'S  
ORIGINAL  
FLAVOUR

LILLEY'S  
ORIGINAL  
FLAVOUR



LILLEY'S  
ORIGINAL  
FLAVOUR

LILLEY'S  
ORIGINAL  
FLAVOUR

Bursting  
with fruit

Warming  
for winter

# CANS 330ML

First energy  
cider in the UK



MULTIPACK x4



MULTIPACK x12



# BIB BAG IN BOX

*Long Shelf Life* **18 MONTHS**

Bag-in-Box (BIB) gives bars and restaurants unbeatable flexibility, allowing them to serve and showcase cider without the need for dedicated tap lines. Lilley's Cider can be poured through a traditional handpull for a classic pub experience, positioned directly on the bar for easy access, or stored in a fridge to keep it perfectly chilled.

This versatile format saves valuable space while enabling venues to offer a broader range of flavours with minimal setup. The result is a simple, efficient way to serve great cider – whatever the style of operation.

**3 LITRES**



**5 LITRES**



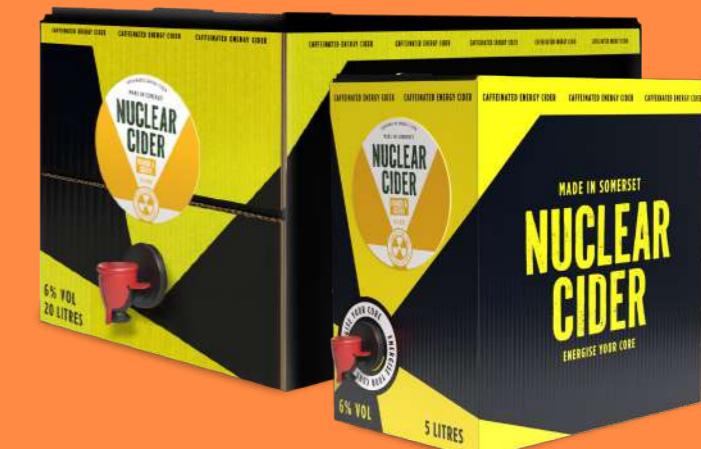
**10 LITRES**



**20 LITRES**



**5L & 20L NUCLEAR**



## 3 EASY WAYS TO DISPENSE

- ✓ Back of the bar, place the box on the back of the bar to showcase the brand and serve.
- ✓ Place BIB in cellar and use a convertor kit and dispense via a hand pull.
- ✓ Store in fridge and serve straight from the fridge for a chilled pint.

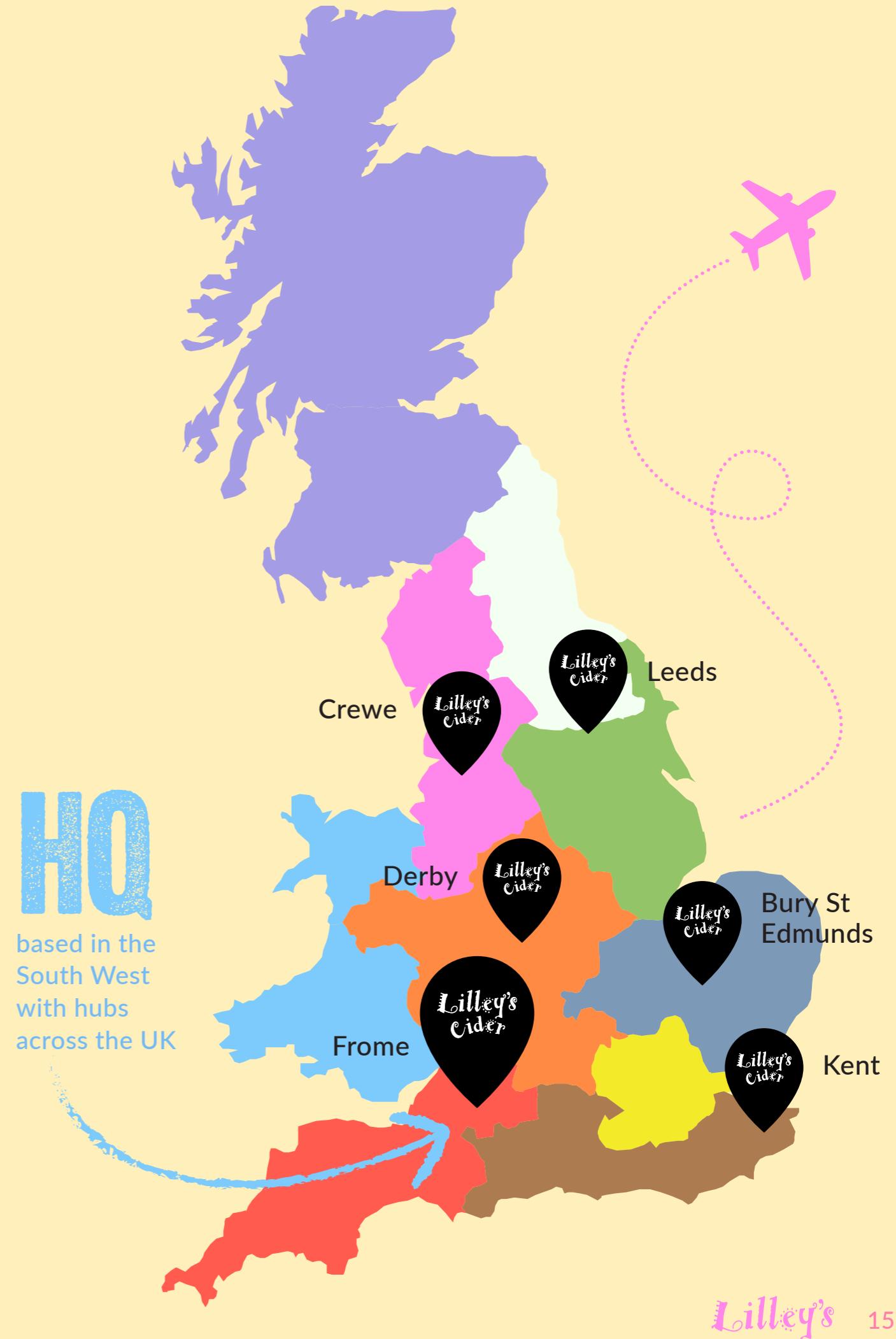
*Giving you  
more choice*

# GOING THE EXTRAMILE

Lilley's Cider delivers strong national performance, backed by a growing network of hubs that keep our much-loved ciders flowing across the country.

The benefits of having our multiple hubs are:

- ✓ Supplying over 5,000 pubs and supermarkets nationwide.
- ✓ Flexible ordering with low MOQs and weekly delivery to every postcode.
- ✓ Being a major supplier to cider festivals across the UK.
- ✓ Offering a wide-ranging portfolio of ciders from producers across the UK, including products from 17 additional cider suppliers, making us a true one-stop shop for More Choice and More Taste.
- ✓ From Keg to Bottle, Can to Bag-in-Box, we provide a format to suit every customer's needs, giving our customers more choice and flexibility.
- ✓ Export services can be tailored to your requirements as we already have clients across the globe including Germany, Taiwan, Norway, Denmark and Cyprus.



# GIVING YOU MORE MORE MORE TASTE

We are constantly pushing the boundaries with new flavours while perfecting the traditional favourites. Our goal is to attract new drinkers to the cider category and keep our loyal customers excited with innovative and unexpected flavour combinations.

We are proud to be the first company to bring unique flavours —like Mango, Cola, and cocktail-inspired blends—to the UK cider market.



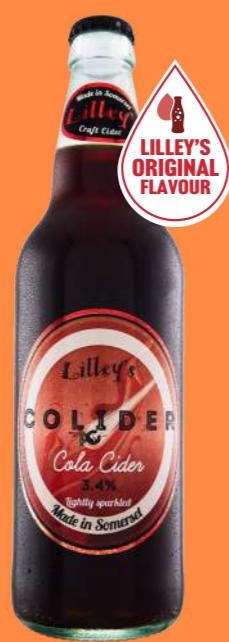
# DON'T TAKE OUR WORD FOR IT!

## HERE'S WHAT OUR CUSTOMERS SAY...



"Oh man. How did they get this cider tasting SO much like the cocktail? AMAZING. Magic!"

Julie L



"Tried one, then bought 2 cases. My new go to fridge filler."

Chris F



"So smooth and incredibly tasty. Tasted like fruit juice, absolutely scrumptious!"

Laura M



"Bought some Cheeky Pig Cider, and dear god, it was amazing, almost TOO drinkable. I am honestly astounded. Great stuff!"

Darren H



"One the best Cider producers - I know exactly what I'm getting, the taste and flavour is like no other - these are some of my favourites, Sunset & Gladiator

Neil W - Google review



"I've tried quite a few of these Lilleys Ciders now and I haven't came across one I don't like, they all have a unique taste and I recommend to anyone who likes a cider to drink"

Cov Lad - Google review



**Very more-ish**

"The gladiator cider is a flat cloudy one it's just like drinking apple juice. It is very easy to drink just delicious"

Martyn - Amazon review



**A lovely drink!**

"This is possibly the best fruit cider I've ever had. No chemical aftertaste and delicious when served chilled. Will definitely be buying more."

Patrick - Amazon review

JOIN US AS WE  
MAKE THE UK A  
TASTIER PLACE

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