

Press contact: AJ Sharp  
Sharp Relations  
T: 01622 861243  
E: aj@sharprelations.com  
www.sharprelations.com

# MAYNARD HOUSE ORCHARDS APPLE JUICE

## **Award-Winning Suffolk Apple Juice has Launched "Exclusively On-Trade"**

Maynard House Orchards, award-winning Suffolk apple juice producers, has launched nationally offering its range exclusively to the hospitality industry, including fine dining restaurants, hotels, pubs, bars and other food service outlets.

Maynard House Orchards began apple juice production in 2007 for a local market which has seen a significant growth of around 145% y.o.y. over the last three years. Responding to increased demand, the company invested £140,000 over two-years into the construction of an innovative farm-based production hall. This offers a purpose-built facility with a 2,500 Sqft production area and a cold storage capacity of up to 300 tonnes of apples. Since the completion of the building in September 2009, Maynard House Orchards has seen an increase in its overall turnover of 72%, in apple juice sales alone. The new hall has been designed to honour the traditional juice-making process and ensure that consistency and depth of flavour is maintained.

The company has also recently achieved SALSA (Safe and Local Supplier Approval) certification. SALSA is a DEFRA, BRC and Food Standards Agency approved recognition, which assures hospitality and food service buyers that they are investing in a product that has been created in a safe and legal environment.

Grown in the heart of Suffolk where the soils are perfect for producing small tasty fruit, the range of juices are made from apple varieties including; Cox's Orange Pippin, Bramley, Egremont Russet and Discovery. Using hand-selected fruits, which are picked and pressed only when ripe ensuring that the fullest flavour has developed before each batch is expertly blended, bottled in glass (on site), and gently pasteurised.

The Maynard House Orchards apple juice range includes a number of blended apple varieties including:

- Maynard House Orchards Cox and Bramley – 240ml & 1 litre



- Maynard House Orchards Russet – 1 litre
- Maynard House Orchards Discovery – 1 litre

The range has picked an orchard of awards from the National Fruit Show, including six first prizes in the last ten years.

“The natural, crisp refreshing flavours of Maynard House Orchards apple juice range is attributed to the painstakingly careful juice-making process which sees the fruit through from branch to bottle. Our premium apple juice has been very positively received by outlets and consumers alike and we are very excited to be launching the range nationally.” Says Clive Williamson, Managing Director of Maynard House Orchards.

The Williamson family have been growing apples for nearly a century since Frederick E. Williamson bought the first 30 acres at Langham in Essex in 1934. The 'W' logo was synonymous with care and quality and by the 1980s Williamson Fruit Farms Ltd stretched as far as Bury St Edmunds and was growing 2% of UK apples. Today the Suffolk-based farm still grows apples but it is smaller than it was, concentrating on assuring the quality and depth of flavours of the Maynard House Orchards Apple Juice.

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## Editors' Notes

### SALSA

The SALSA (Safe and Local Supplier Approval) scheme provides buyers with the confidence that SALSA approved businesses not only make fantastic products, but do so in a safe and legal manner. SALSA is supported by the BRC (British Retail Consortium), Food Standards Agency, DEFRA and by the majority of the UK's leading retailers and food service providers.

### Apple Varieties

- **Cox's Orange Pippin** – Originated from Long Ashton Research Station, Bristol. This is the classic English apple, often regarded as the finest of all dessert apples. It arose in England in the 19th century as a chance seedling, and has inspired apple lovers ever since. It remains unsurpassed for its richness and complexity of flavour.
- **Egremont Russet** – Thought to have originated in England. It was first recorded in 1872. Fruits have firm, fine-textured, rather dry flesh with a rich, nutty flavour. It is probably the most important commercial russet in the UK at the present time.
- **Discovery** – Raised in about 1949 by Mr Drummer, a workman on an Essex fruit farm. It was first named 'Thurston August' but renamed Discovery in 1962 and introduced by nurseryman J. Matthews, Thurston, Suffolk. Fruits have firm, fine-textured, juicy flesh with a fairly sweet and pleasant flavour.