



Agrial announces the acquisition of Aston Manor, the UK's largest independent cider maker

Agrial's Beverage Division, the leading player on the French cider market and already present in the United States, is pursuing its international development. With its acquisition of Aston Manor, it is expanding operations to Great Britain, the largest cider market in the world.

The Birmingham-based Aston Manor is the UK's largest independent cider producer and the second leading player on the British cider market. The company was created in 1983 and has been owned by its founders, the Ellis family, since that time. They developed a dual expertise with a successful range of brands such as Kingstone Press, Frosty Jack's and Knights and strong partnerships with British retailers to create own-label products. With 300 employees, the company has four production sites in Stourport (close to Worcester), Witton and Aston (Birmingham) and Tiverton (close to Exeter). In 2017, Aston Manor booked turnover of £134 million and exported its products to more than 20 countries around the globe.

Agrial's Beverage Division Eclor leads the French cider market, namely owing to its Ecusson, Loïc Raison and La Mordue cider brands. It is also present on the American market with its Manzana and Seattle Cider companies. With 800 employees, including around one hundred in the US, Eclor has made international development its priority as part of Agrial's "Horizon 2025" strategy. As the French cider market contends with structural decline, this growth is a sign of confidence and longevity for the cooperative's 600 cider apple producers.

For Marc Roubaud, Eclor Managing Director, *"It was crucial to significantly strengthen our international presence on the cider market by gaining a foothold in the world's leading market, which is comparable to ours and our members' orchards. Aston Manor and Eclor are similar companies, with shared priorities both in terms of popular brands as well as own-label products, and we are thrilled to join forces to give our customers an expanded portfolio."*

According to Gordon Johncox, Chief Executive of Aston Manor, *"Aston Manor was looking for a partner that would allow us to continue the growth and development underway now for several years. With Eclor, we have found a strong and ambitious partner. The fact that Agrial is a cooperative was also a deciding factor for us, because we can be sure of choosing a company with similar values. Aston Manor's management is very pleased with this agreement."*

ABOUT AGRIAL

Agrial is a French farming and food cooperative company supporting its cooperative farmer members to promote and commercialize their production. Based on iconic brands, the Group has 150 processing sites in 15 countries and develops food-processing activities in the fields of milk, fresh produce, beverages and meat. As a committed company, Agrial develops responsible and high performing agricultural practices and offers consumers safe, healthy and tasty food. Agrial's 13,000 cooperative members and 22,000 employees together uphold the company values: sustainability, proximity, solidarity and daring. In 2017, the Group achieved a turnover of €5.5 billion.

More informations : www.agrial.com

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