

DOOSAN FORKLIFTS CASE STUDY:

# Aspall Cyder



# Sweet Success

*Premium Cyder specialists Aspall, is amongst the top ten oldest family businesses in the UK. For the past eight years, Doosan's Pro-5 forklifts have helped to bring a little extra fizz to the 285 year old Suffolk site.*

## Diesel Trucks

Founded in 1728 by Clement Chevallier, Aspall Suffolk Cyder is owned and managed by the eighth generation of the Chevallier family.

Taking its inspiration from the apple tree for three centuries, the company produces a range of award-winning cyders, vinegars and apple juice; and is now the UK's oldest independently-owned cider producer and last remaining English family owned vinegar brewer.

A Doosan forklift user for over eight years, they lay claim to an impressive heritage in cyder making and place a great deal of emphasis on establishing long-term relationships with suppliers.

Set amongst 90 acres of organic orchards, Aspall Suffolk Cyder has been produced at the same site in Debenham, Suffolk since 1728.

The origin of the business is now the stuff of legend. What is known is that before settling in Suffolk the Chevalliers were residents of Jersey, having moved, as Huguenots, from France to flee Catholic persecution. At some point they were involved in the Crusades and, as associates of the Knights Templar, they earned the family name as knights on horseback - "chevalliers".



**"If it doesn't taste premium quality, we don't make it."**

Missing his favourite tippie, Clement is said to have arranged for the original cyder press stonewheel to be imported from France and dragged via horse and cart from Ipswich. Logistics has moved on somewhat since then.

Today the super premium cyder brand is a recognised leader in its field and is exported across the globe. The brand has its own legion of fans, and counts rapper Professor Green, comedian Ade

Edmondson, and thousands of drinkers in Thailand, the U.S., Germany, France, Ireland, Russia, Japan, Brazil, Australia and New Zealand amongst them.

The confluence of heritage, modern production techniques and the desire for quality, helps paint a fantastic picture of Britishness for overseas admirers. (Wonderfully, the company frowns on the popular use of ice, citing a duller flavour and aroma when it's added to the glass).

▶▶ Doosan also has its own heritage to fall back on. When Doosan was founded in 1896, it was the first modern local store in Korea.

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# Each truck has been specially modified for keg handling



**Above:** Up to 35 operators are qualified to operate the trucks, including Kay Garnham. The family Knight emblem became the company logo in the 1920s. Additional roof guards, adds an extra level of protection for the operators.

*“We don’t compromise on quality,”* says Henry Chevallier Guild, who heads up with business together with elder brother Barry. *“if it doesn’t taste premium quality, we don’t make it.”* Having time honoured processes and deep roots does, however, create its own issues. One challenge presented by the site is space. Every inch is utilised as best it can be, and new developments, like the recent addition of new fermentation tanks, has to be mindful of the adjacent family home. The elegant, moated, Aspall Hall has been owned by Chevallier family since 1702. Beside the pressing room there’s also the water treatment plants, bottling and storage areas to navigate. The tight spaces need careful negotiation. With lots of forklift users on site, 35 operators are trained to operate the forklift fleet, the simplicity of the Doosan truck proved more popular than other complicated machines that took part in demonstrations.

*“When you have a business steeped in tradition and heritage,”* adds Henry, *“you tend to place a lot of emphasis on establishing good working relationships over the long term. We are obviously growing as a business, and that means we need a supplier that can support us over the long term, with reliable, cost-effective equipment.”*

Some new modifications have been included on this latest delivery of two and three tonnes capacity machines. Most kegs have been moved off site, but a small run of kegs continue for export and a wayward keg can

prove dangerous. To keep them in their place the load back rests were modified, whilst an additional roof guard, adds an extra level of protection to the operators. Doosan also has its own heritage to fall back on. When Doosan was founded in 1896, it was the first modern local store in Korea. By the early 1950s, they were already engaged in retail, brewing and foreign trade. Now, over 90 percent of revenue derives from technology businesses. The company also holds a number of export, design & safety awards, including four Forklift Truck Association awards for Design Excellence.

Building rugged, reliable, yet simple trucks, has allowed Doosan to become the leading provider of value forklifts. The range of electric, LPG and diesel Pro-5 models is Doosan’s most successful ever, with a host of features including trademark oil cooled disk brakes, integral sideshift as standard, plus award winning safety features and class-leading ergonomics. It all means companies like Aspall can rely on the best possible equipment for their expanding businesses. And with recipes handed down through generations, methods developed through centuries of careful development and the latest equipment at their finger tips, the future sweet success of Aspall is no doubt guaranteed.