

Thatchers Cider signs multi-million pound exclusive global export deal

Thatchers Cider has signed a multi-million pound exclusive global export with a Lancashire company which already works with the likes of Carlsberg Marston's, Greene King and Westons.

Blackburn-based Sovereign Beverage Company will now drive the global distribution of Thatchers' export portfolio, including the flagship Thatchers Gold in both 500ml bottles and cans.

First launched in 1904, Thatchers Cider has been producing Somerset cider at Myrtle Farm for over 115 years.

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The company has been in the Thatchers family for four generations and is now under the stewardship of Martin Thatcher.

Sovereign Beverage Company was launched in 2008 by entrepreneur David Davies.



Members of the Sovereign Beverage Company and Thatchers Cider teams

Thatchers' sales director Chris Milton said: "We've been successfully exporting our products abroad since 2008 and have a strong global fanbase in over 20 countries.

"We've taken the decision to work with Sovereign to further build our brand internationally, in particular in North and South America where we currently have no presence."

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Mr Davies, who serves as managing director of Sovereign Beverage Company, added: "We're delighted to be adding Thatchers Cider to our portfolio of premium brands.

"The UK is a world leader in cider production and the prospect of increasing global awareness of this heritage through the distribution of Thatchers Cider is an exciting one.

"We are pleased to share that we have already hit the ground running with Thatchers Gold now available in Italy."

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