

**Hunt’s Cider launch new brand thanks to South Devon Coastal LAG funding!**

Hunt’s Cider in South Devon launched their new brand of ciders with names based on the Devon dialect, including Wobbler, Thrasher and Clinker in a celebration of the Devonshire heritage of Hunt’s Cider, which is run by brother and sister Richard and Annette Hunt, the eighth generation of Hunt’s to make cider on the family farm on the South Devon coast. The rebranded cider was made possible thanks to new equipment bought via funding from the South Devon Coastal Local Action Group 2015-2020. The new ciders are gluten free and vegan friendly and are available in all good South Devon shops including the Hunt’s Cider farm shop, Riverford Farm shop and Darts Farm.

When Hunt’s Cider bought a new filter earlier this year with funding from the South Devon Coastal LAG they improved both the quality of their product as well as increasing the efficiency of their production. This in turn has enabled the business to take on a new full time marketing manager and a part time delivery driver in addition to the existing team. The launch of the fruit ciders continues the fantastic success story of the cider business that began in 1805 and has in recent years boosted the local economy.

*“The funding from South Devon Coastal LAG has enabled us to grow the business, rebrand and employ new staff from the local community”, confirms Sales Director Annette Hunt. “We are anticipating that the ciders are going to be very popular amongst our existing customer base and will attract those who haven’t yet tried our ciders. We are really proud that we are selling local products to such a high standard and that we are in turn contributing to the local economy.”*



The Hunt’s Cider team



Some of the new brand cider