



Sweet success for Aspall Cyder



Premium Cyder specialist 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.

Founded in 1728, Aspall Suffolk Cyder is now the UK's oldest independently-owned cyder producer and last remaining English family owned vinegar brewer. A Doosan forklift user for over eight years, it lays claim to an impressive heritage in cyder making and place a great deal of emphasis on establishing long-term relationships with suppliers.

Having time honoured processes and deep roots does, however, create its own issues. One challenge presented by the site is tight spaces, which need careful negotiation. With lots of forklift users on site, 35 operators are trained to operate the forklift fleet, the simplicity of Doosan's truck made it more popular than other complicated machines that took part in demonstrations.



“We don’t compromise on quality, reliability and safety”

“When you have a business steeped in tradition and heritage,” says Henry Chevallier Guild, who heads up the business together with elder brother Barry, “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.”

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.

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.

Building rugged, reliable, yet simple trucks has allowed Doosan to become a leading forklift provider. 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.

