



MAGNERS TIMES

CELEBRATING 80 YEARS



80th Anniversary edition

HAPPY BIRTHDAY MAGNERS

And so it has come to pass. Magners Original Irish Cider is 80 years old. As with reaching any milestone, now is the moment to take time – and who better to do that than Magners – and consider not only how far you have come, but where you have come from. So what better way to celebrate than to look back at the company's rich, 80-year history, which all started in Clonmel, Co Tipperary. And, rather appropriately, literally translated, Cluain Meala (Clonmel) means the meadow of honey.

The meadow of honey, the great town of Clonmel, doesn't have the dramatics of a great, imposing castle or an extreme and unforgiving landscape as a backdrop. But did you know that Clonmel is home to the oldest civic building in Ireland, the 17th century courthouse called the Main Guard? Or that an Italo-Irish entrepreneur revolutionised travel in 19th century Ireland from his home in Clonmel? How about the starry-eyed, music-loving, local-boy-done-good by the name of Vincent Hanley, who forever changed how we discovered new music with his groundbreaking TV show, MT USA? No? Me neither!

Clonmel

Commercial cider production was started in Clonmel in 1935 by local man William Magner. Mr Magner set up his production facility in Dowd's Lane, right in the centre of Clonmel town, having purchased an orchard on the outskirts of the town. It wasn't long before Magners was one of the town's most successful businesses and it was certainly no surprise that news of this success quickly travelled. Mr Magner was courted by another cider-making powerhouse, HP Bulmer and Co of Hereford and in 1937 the two joined forces. In 1946, Mr Magner withdrew from the business, but the company continued to flourish, known the world over for its traditional cider-making skills that prevail to this day.



An original shot taken at the cider plant in the 1930's

Dowd's Lane

Walking along Dowd's Lane gives you a really good sense of how far the plant in Clonmel has come since William Magner purchased his apple orchard 80 years ago. The old production site towers above you on either side of the street; although quiet now, the buildings still have a formidable presence. Listen closely and you can almost hear the hustle and bustle of the ghosts of the past moving step by step and stage by stage through the long-standing cider-making process.

Although cider-production has since ceased at Dowd's Lane, locals still talk about the sweet, sweet smell of crushed apples and of how this smell would envelop the town from late summer through to Autumn. The closest I can muster is the smell of Granny's home-made apple tart baking in the oven. For

people from Clonmel, this will always smell like home.

Apple Orchards

Today, cider production has been moved to state-of-the-art production facilities at Annerville, right next to the 250 acres of apple orchards. The majority of Magners' 250 strong team are based here, and the company remains a hugely important part of Clonmel's economy and an integral part of the local community.

Secret Ingredient

So what is the secret ingredient? In typical, understated Clonmel fashion, the most frequent answer to that million-dollar question is 'time'. The production of cider, I'm told, is still a simple process that remains true to its original time-honoured traditions. So no, there

really is nothing else added, but time.

I think, however, that while the locals might not want to over state it, when walking along Dowd's Lane, through the orchards or around the enormous vats in Annerville, it is clear that along with time, a great amount of care, labour and passion goes into the making of Magners cider, even to this day. There are 17 varieties of apple grown in orchards across the island of Ireland that are used to make the famous Magners brand. These 17 varieties of apple mature at different times of the season, which allows the orchard managers, through careful planning, to pace the harvest and produce sufficient quantities of each to make up the traditional Magners blend throughout the year.

Time

So 80 years on, what have we learned? Mostly that the original recipe and production methods for Magners Original Irish Cider have stood the test of time. It's certainly the original and has demonstrated considerable patience in not messing with its winning formula to allow the brand to grow in stature year-on-year. So if patience is a virtue, does that make William Magner a saint?

Did you know?

Ireland's original cider goes by the name Bulmers in the Republic of Ireland only. In all other countries it is known as Magners, named after the founder of the company.

However, regardless of whether you are enjoying Bulmers in Cork, Galway, Louth or Limerick or Magners in Belfast, Berlin, Devon or Dubai, you are drinking the same refreshing cider made with Irish apples and produced in Clonmel, Co Tipperary.

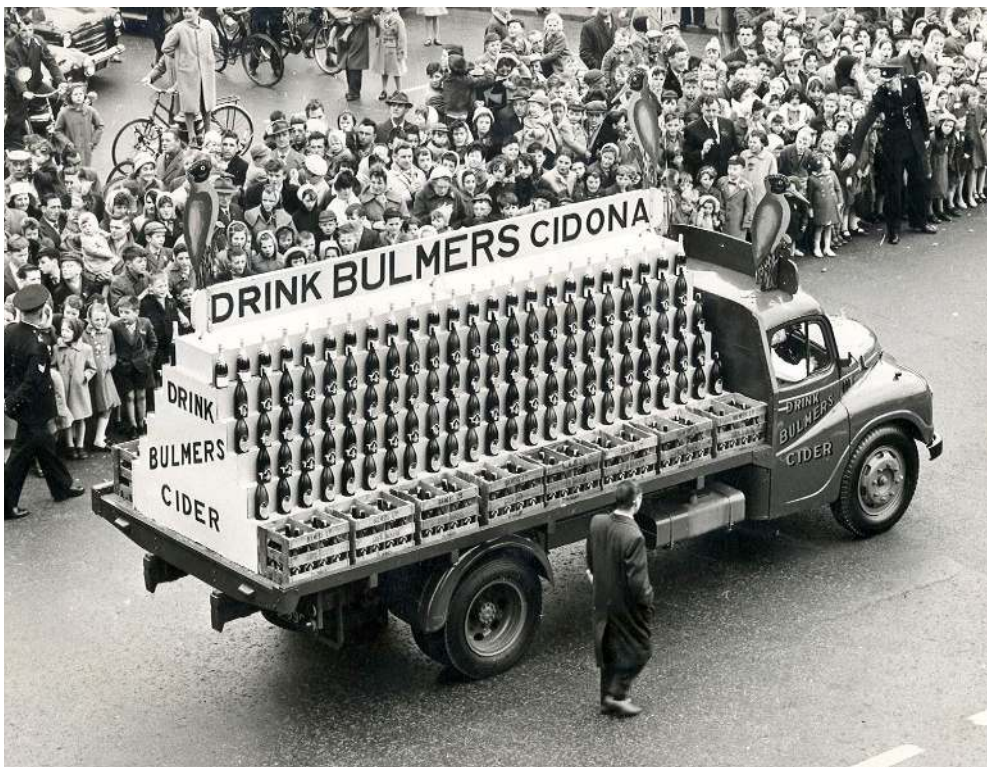


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MAGNERS - THE WAY WE WERE

Cider-making has a long and interesting history in the town of Clonmel. A lot has changed since 1935 and Magners is now produced in state-of-the-art facilities, but the production of ci-

der remains a labour-intensive process and the company still uses the time-honoured traditions that make every drop of Magners an original.



Taking part in the St Patrick's Day Parade in Dublin



Employees enjoying their Christmas party - there's always something to celebrate at Magners!



The chief bottle washers at the cider plant in the 1960's



In the late 1950's, the land at Annerville, two miles to the east of Clonmel, was bought at a cost of £10,000. This shot, probably taken in the early 1960's, shows the development of the site at Annerville, which, since that time, has been home to Ireland's original cider



The completed site and home to Ireland's original cider at Annerville circa 1965

THE PERFECT PINT OF CIDER IS ALWAYS AN ORIGINAL



Traditional cider-making process

How we make Magners Irish Cider

It starts with the apple, but before the apple comes a lot of patience. And effort. And planning. And time – the essential ingredient in every drop of Magners.

From planting to maturation, it takes almost a decade to produce each apple and all Magners' apples are grown on the island of Ireland.

An incredible 17 varieties of apple are needed to make the perfect pint and for the 'apple spotters' amongst you they are: Michelin, Dabinett, Yarlington Mill, Bulmer's Norman, Tremlett's Bitter, Breakwell Seedling, Taylor's, Harry Master's Jersey, Medaille d'Or, Reine des Pommes, Ashton Bitter, Bramley's, Grenadier, Brown Thorn, Brown Snout, Vilberies and Improved Dove.

These specially chosen apples for Magners are a blend of cider, dessert and culinary apples.

Cider requires not just the sweetness and acidity found in dessert and culinary apples, but also the bitterness of tannin found in cider apples to balance the flavour and help to preserve it.

Traditional

Traditional cider-making is very similar to wine production. Magners Irish Cider is produced using traditional ingredients and, as importantly, a traditional cider-making process.

Apple-picking

Traditionally, cider apples were hand harvested between the months of September and December. Poles with hooks were used to shake the branches of the tree until the apple fell and created a fruit carpet across the orchard.

Today, apples are harvested using a semi-automated process however, hand-picking is still a major feature of apple harvest time in the orchards.

Different varieties of apple mature at different times of the season but this is good news for the orchard managers, as they can pace the harvest and produce sufficient quantities and varieties to make up a traditional blend of original cider, like Magners.

Only the best apples are selected during harvest time at the 250-acre orchards in Clonmel and from apple growers across the island of Ireland.

After the fruit is weighed and checked for type and quality, it is transferred by



a water stream to the Magners apple mill where the apples are chopped into small pieces in preparation for crushing.

Fermentation

Next step – crushing. Fruit presses are used to extract the fresh juice from the fruit through, quite literally, crushing the apples. The juice is then taken to a fermenter where Magners' own, unique strains of yeast are added to the liquid and after that, the juice is moved to its on-site maturation vats, where it is allowed to ferment for one month.

The apple juice is drawn off from the residue into another airtight vat, before being crafted into Magners Original Irish Cider, maturing over a period of several months. In fact, it can take up to two years for the liquid to reach the requisite standard and is deemed ready by the company's expert panel of tasters - not a moment too soon.

Traditional methods are married with state-of-the-art influences and today, Magners can influence and control the fermentation dynamics, to ensure the quality and consistency that deliver the characteristic taste of every drop of Magners Original Cider, every time. Genius!



The apple orchards



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MAGNERS' AUTHENTICITY AND HERITAGE CAPTURED IN LATEST AD CAMPAIGN

'Not a Moment Too Soon' captures the essence of time

Earlier this year saw the launch of Magners' high-profile advertising campaign that celebrates the Magners journey, extolling the virtues of that quintessen-

tial Magners ingredient - time.

In a world where the pace of life is increasing and attention spans are being whittled away, the Magners Not a Moment Too Soon campaign is celebrating taking it slow.

Belinda Kelly of Magners explains, "The new campaign is a return to our roots, as time has always been a dis-



A shot from the TV campaign

tinctive and defining quality of the Magners brand.

Time

"The Magners our customers are drinking right now has been on a journey that started over 13 years previous, with the planting of an apple tree. The campaign is a celebration of that time

span and the care we put into every drop of Magners. Our world is defined by time and we wear our slowness as a badge of honour and whilst we have embraced the here and now, there are some things that we like to do in the same traditional way we've always done.

"The campaign is a homage to the time it takes to get things just right."

60 SECONDS WITH TOM McCUSKER



Tom McCusker, Managing Director of Tennent's NI takes a minute to answer some burning questions

How long have you worked with the company?

I've been with Tennent's NI for the past five years but I have over 35 year's experience in the drinks sector.

What's your favourite tippie?

Is that a rhetorical question? It's got to be a Magners on ice, but when I fancy a larger, Clonmel 1650 is my brand of choice. I do also enjoy a nice glass of red wine.

Why do you think Magners has been so successful?

I think it's a really exciting and much-loved brand and with its origins dating back some 80 years, has become some-

thing of an iconic brand the world over. It's Irish and made with apples sourced from farms across the island of Ireland and that means a lot to its loyal supporters. And, whilst Magners is a year-round drink, we can't pretend that sales don't soar on a summer's day; it really is the perfect summer beverage.

Ok so you're big, but how big?

The C&C Group, which includes Tennent's NI, employs over 800 people from eight locations across the island of Ireland, supplying over 7,000 pubs and 1,500 off licences with a range of alcoholic and non-alcoholic beverages. We manufacture cider and non-alcoholic beverages in our production sites in Clonmel and Borris-oleigh.

What are the company's plans for the future?

Innovation remains a priority for the business as we develop new, indig-



enous offerings such as our recently launched Magners Forbidden Flavours range, which features a choice of Cloudy Lemon and Strawberry & Lime.

Big Vat Cider is another recent innovation and is being produced at our plant in Clonmel, Co Tipperary using a combination of Irish bittersweet dessert and culinary apples. We are also always on the lookout for brands that we think will complement our existing portfolio and that will work really well in the NI market.

In addition, the team at Tennent's NI is focused on enhancing our customer service proposition, as we want to ensure that as the company grows in size and scale that we maintain strong relationships with all of our customers.

If you were to attend one Magners event this year, which would it be?

I really enjoyed the Magners Derby at

Down Royal Racecourse. An incredible atmosphere, plenty of colour and definitely one of the sporting highlights of the year

Rugby or football?

GAA – football and hurling. My mother's side of the family comes from Tipperary and my two youngest children play football at underage level for Tyrone. I also love rugby and have fond memories of our sponsorship of the Magners League, which I think did great things in terms of raising the profile of the brand whilst reigniting the Celtic League, which has gone on from strength to strength.

Music or comedy?

I'd have to say music because I really think that music crosses geographical divides and brings people together like nothing else on earth can (expect perhaps, sport).

What advice would you give to someone starting off in the drinks industry today?

Enjoy it. Play hard – but work harder.