

Cider capital investment programme

2006

€50m

capital investment programme completed
increasing capacity to 250m litres



Medium term

€200m

capital investment programme being
implemented to double capacity to 500m litres



Our premium cider brands



Bulmers is truly an Irish success story, having grown its share of the beer market from 2.8% to over 10% in less than 10 years, and the brand continues to grow.



On the international stage, Magners has grown from strength to strength over the last 5 years and is now the number 1 packaged cider brand in Great Britain. It is available in 17 markets around the world and continues to grow at a rapid pace as more and more people are introduced to the crisp refreshing taste of Magners.

Generating demand for future growth

Magners volume growth 232%

Continued investment in long term brand equity

Consistent supply of a fresh juice-based product

Continued innovation in market development

Strong marketing support across all media

Proven project management capability

Continue to build demand to a “must stock” brand

Testing in growth targeted international markets



In response to increased consumer demand in the market, Bulmers Light was developed retaining all of the characteristics of Bulmers Original, but with fewer calories.



We are market testing Bulmers Iced which is a pint of draught Bulmers with a head of iced cider made purely from Bulmers. Turning the cider to ice is achieved using a dispense system which means that the customer gets a pure, chilled pint of Bulmers cider, every time.

