



A Refreshingly
Good, Natural
Drink

Belvoir
fruit farms

Who are Belvoir?



Belvoir
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...are located in the heart of the British countryside, where we've been making great tasting fruit cordials and presses since 1984, pressing fresh fruit and infusing flowers to mix with spring water.

We're still using the same elderflower recipe developed by co-founder Mary Manners all those years ago.

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Where did it all start for Belvoir?



We still use the original recipe
created on the family farm



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A lot of community love goes into our products

Elderflower harvests start late May.

Every year our local community come and pick elderflower from local hedgerows and our Organic plantations

Alternatively, people can bring in wild elderflower growing in their garden

Get paid to pick!

Belvoir fruit farms
MADE FOR Good times

Earn £50 cash in just 4hrs!

Help us with our elderflower harvest and we'll pay you £2.50/kg

Grab a bag and head to the hedgerows to help us with this year's elderflower harvest. It's a great way to earn a little extra pocket money or get the whole family out for a walk in the sunshine.

- Collect elderflower heads only (not the stalks!)
- Only collect on land where you have permission
- Remember the Countryside Code
- Deliver bags to one of our drop off stations on the same day
- Get £2.50 in cash for every kg

Collections start the end of May 2018.
See website for details.

Belvoir fruit farms
Elderflower Cordial
a naturally lovely infusion of flowers & fresh lemon

Belvoir fruit farms

A range that suits all occasions

For enjoyment at home for a relaxing night in, or with friends



IN HOME

To enjoy on their own out in a bar, or to be enjoyed on the go

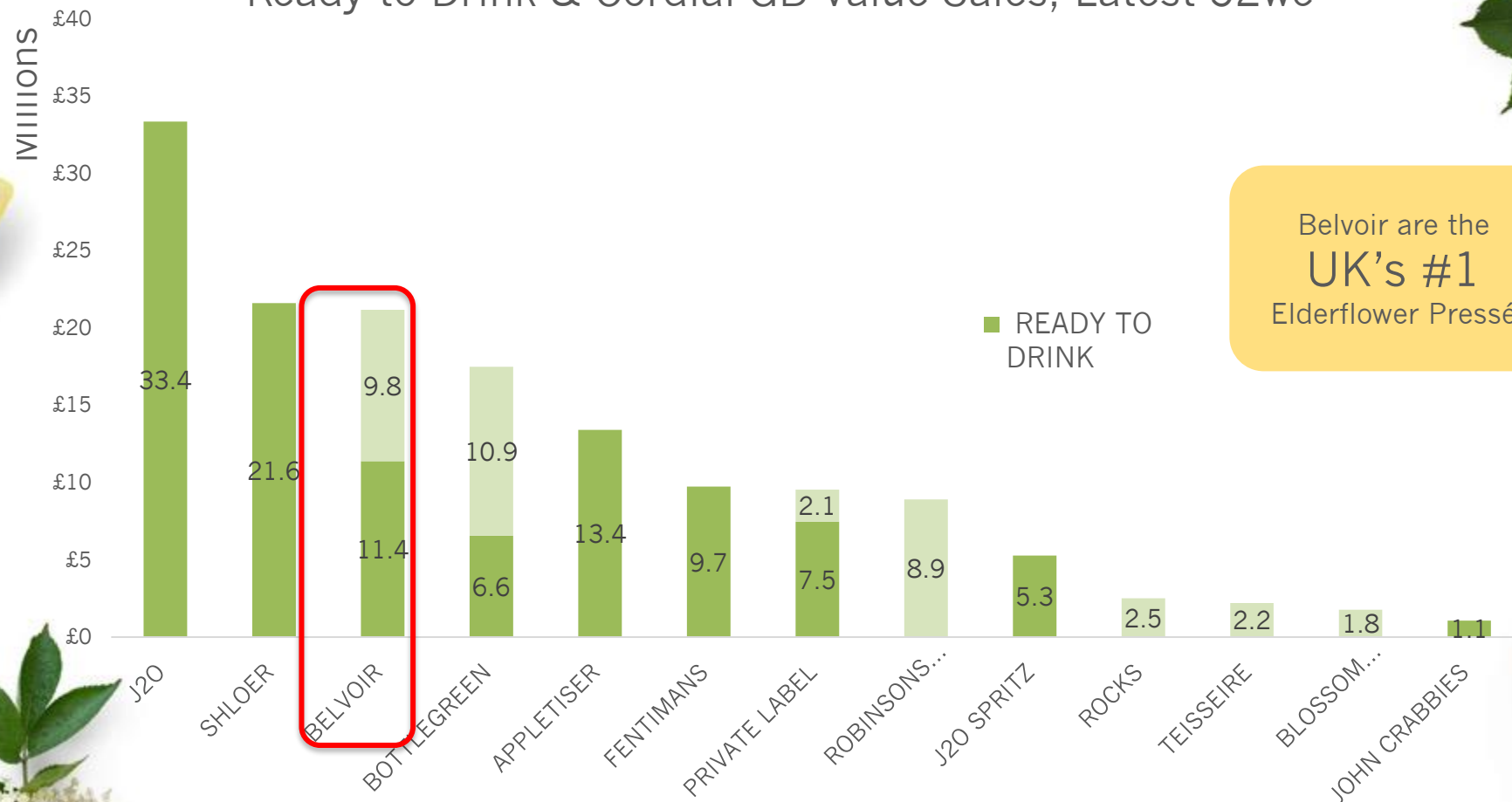


OUT OF HOME

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Belvoir has grown to become the largest of the premium brands, almost as big as Shloer

Ready to Drink & Cordial GB Value Sales, Latest 52we



Source: IRI GB Total Market, 52we 07.12.19

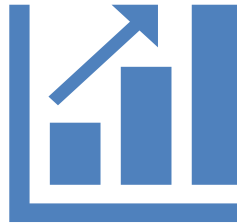
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Belvoir Fruit Farms are the leading brand in UK Premium Soft Drinks, and are expanding globally

The #1 premium brand in the category*



with 14% market share



Belvoir has the highest rate of sale of all premium brands*

Belvoir is instrumental in bringing new shoppers to the category:



60% of growth coming from brand new category shoppers**

Belvoir export to 35+ markets

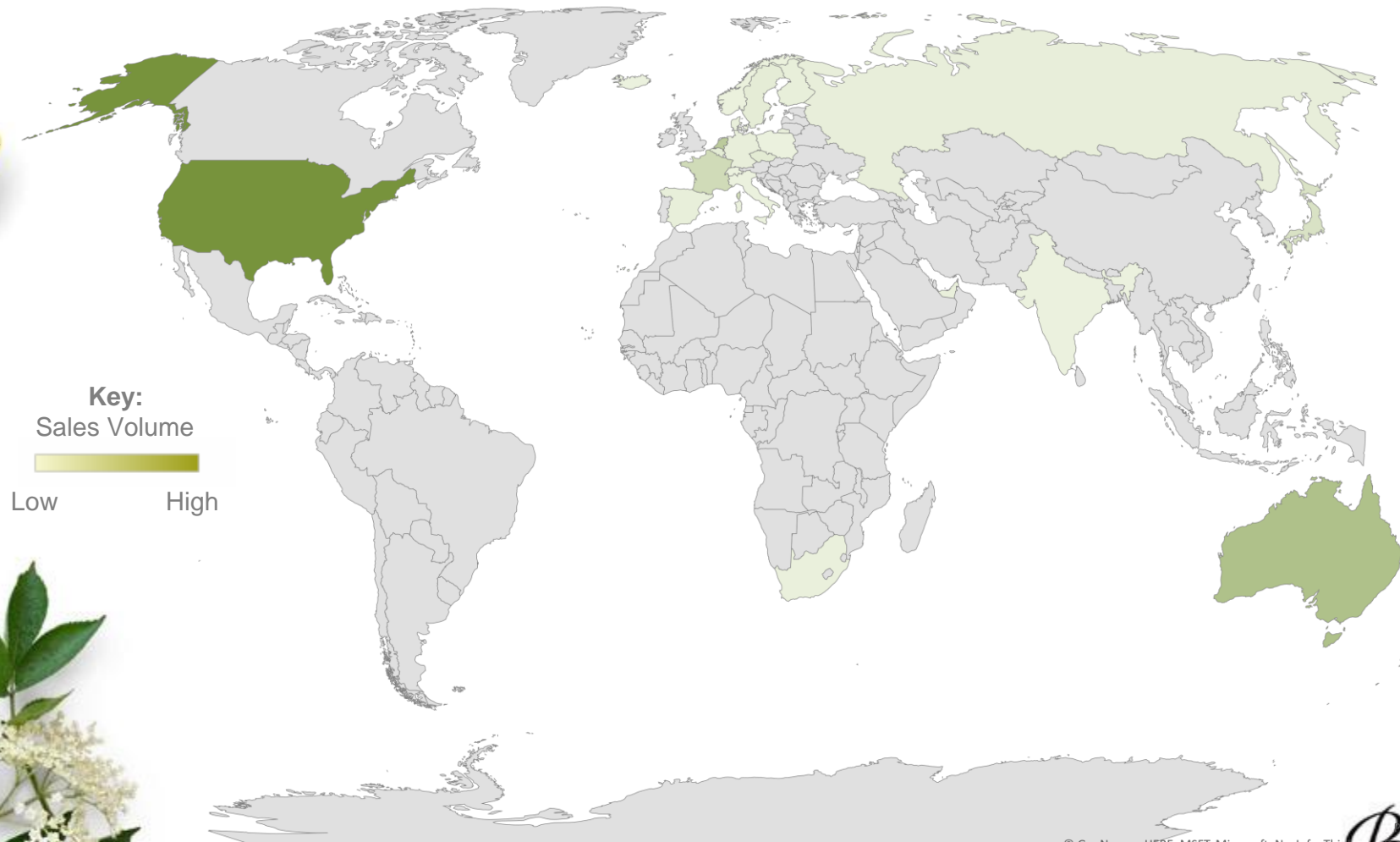


International sales grow +40%

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Belvoir Fruit Farms – A Global Brand

Belvoir Export Markets



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What makes us stand out?

No
flavourings,
preservatives
or anything
artificial

Intensity
of flavour

Cooking &
infusion of
real fruits,
flowers &
spices

Integrity and
simplicity of
ingredients



Handcrafted
artisan
drinks

Natural
ingredients

More fruit
juice

Belvoir
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Our History



First batch of Elderflower cordial produced by Mary Manners (pictured) and sold to local farm shops (88 cases)

1984



First export customer gained: Russia

2000



1.3 million bottles produced

2001

5 million bottles produced

2005



Brand new, purpose built office and factory capable of producing 50m bottles a year

We celebrate 30 years!

2014

2015

1988

Sales reach 1000 cases, from our range of 4 cordials

1997

We launched our first carbonated drinks



2001

Elderflower Cordial wins the 'Great Taste' Award

2006

We win 'Great Taste' Award Speciality Producer of the year



2010

New bottle design



2016

We rank #3 in the Morning Advertiser Premium Adult Soft Drinks

2017

We win 'Best Beverage' at the Sainsburys Food & Drink Awards



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What do we stand for?



HONESTY

We like to be honest with our consumers, that's why we're completely transparent with all of our ingredients that go into making our lovely drinks. You can trust us to give you a great tasting product.



QUALITY

Only the best ingredients go into our carefully crafted recipes, as we believe that good quality equals good taste. No preservatives, flavourings or anything artificial.



ENJOYMENT

Our drinks are made for pure enjoyment, whether that's a glass at home, out at a restaurant/café, or even on the go. We have flavours that everyone will enjoy.

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The Range



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75cl Presse Range



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50cl Cordial Range



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25cl Presse Range



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Organics



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