



Toasting the online success of artisan cider maker

Sector: Food and Drink **Location:** Sutton-cum-Granby **No of employees:** 1

The Business

Woodman's Cider is a maker of traditional hand-pressed cider, based in the heart of the Vale of Belvoir.

It uses carefully-selected apples from orchards across Nottinghamshire, Worcestershire, Devon and the Eastern Counties, bringing together various flavours from across the UK to create new and distinctive blends of apple juice.

As well as selling a wide range of ciders at food festivals and events across the region, it hosts its own cider-tasting events and runs a Cider Club offering sneak peeks of new products and exclusive discounts.

It is also currently developing its own supply of trees, grafting the finest cider apple varieties for growing in its own orchards.

The Support

As a relatively new business, the support Woodman's Cider has received has been fundamental to helping it get its website off the ground.

It received 25 hours of fully-funded support in the form of workshops delivered by the Digital Growth Programme.

Subject areas included digital marketing, email marketing, ecommerce, developing effective web content and getting ready for GDPR.

The workshops have enabled the business to launch its own website and social media channels, and implement back-end CMS and email marketing systems to help it keep track of its engagements with customers.

The Impact

Founder and Proprietor Gordon Pattison said: "My website is a really good reference point for people who have seen me or tried my products at events, so it's crucial that I get it right, so it gives the right impression.

"The workshops I have attended have been key to getting to grips with the basics of SEO, analytics and developing content and pictures, which really helps to push me up the search rankings.

"One of the best things is the workbooks you get to bring home after. They are a fantastic resource, because they are full of really useful information that you can bring back and use within the business."

Find out more at:
www.woodmancider.co.uk

Rushcliffe Borough Council supports the Rushcliffe Business Partnership and works closely with partners including East Midlands Chamber and the D2N2 Growth Hub to provide ongoing support to local businesses. For more information, visit www.rbpbusiness.org.uk

