



## **Distribution partnership for Purity and Hogan's Cider**

Cask ale brewer Purity Brewing Co. has signed a distribution agreement with traditional cider maker, and fellow independent Warwickshire company, Hogan's Cider.

The agreement will involve Purity selling Hogan's Draught Cider (4.5% abv) to its direct trading footprint, which covers most of the Midlands.

Paul Halsey, Purity's Managing Director, said: "I'm very proud to be working with Hogan's Cider. It's a company that shares Purity's commitment to providing excellence in service, and the highest quality products made from locally sourced ingredients.

"Purity will benefit from this agreement because the addition of Hogan's Draught Cider further strengthens our portfolio, allowing us to offer customers a fantastic product alongside our own award-winning ales – Mad Goose, Pure UBU and Pure Gold.

"Also, ales and ciders are similar in that they both have a wide appeal amongst the public, and are equally at home in the traditional pub, as well as in cafes, bars and restaurants."

Allen Hogan, Managing Director of Hogan's Cider, added: "I feel very comfortable about Purity distributing Hogan's Draught Cider because it is a company that has a reputation for supplying premium quality products to the region's on and off-trade.

"The main benefit for Hogan's Cider is that through Purity's existing sales and distribution capabilities, we will be able to make Hogan's Draught Cider available to a far greater number of people.

**HOGAN'S  
CIDER**

*Purity*  
BREWING CO

“Also, Hogan’s Draught Cider will successfully complement Purity’s ales as it is refreshing and well crafted drink, made from 100 per cent fresh pressed English cider apples, sourced from Herefordshire, Gloucestershire and Worcestershire.”

Visit [www.puritybrewing.com](http://www.puritybrewing.com) and [www.hoganscider.co.uk](http://www.hoganscider.co.uk) for more information about each company.