

THISTLY CROSS CIDER & EYEBALL BREWING ANNOUNCE DISTRIBUTION DEAL

PRESS RELEASE: for immediate issue
27/04/17

Thistly Cross Cider and Eyeball Brewing Ltd today announced a 5 year deal that will see Thistly Cross become the global distributor of all Eyeball Brewing products with effect from 1 May 2018.



This deal further strengthens the relationship between the East Lothian based companies, following Eyeball Brewing's move of its base of operations to Thistly Cross' site at The Works, West Barns.

Eyeball Brewing is in the process of building its new brewery onsite, which will commence production in the coming weeks. Products are available from 1st May, and will include:

Eyeball Yellow, 4.9%: A golden, intensely malty lager;

Eyeball Black, 4.9%: A dark lager showcasing the flavours of dark malts - coffee, chocolate and dark toast;

Eyeball Orange, 6.5%: A lager offering a different perspective on dark malt flavours - stronger with bitter orange finish.



Alan Owen, Thistly Cross' Operations Director said: "We are delighted to sign this deal with Eyeball Brewing. The distribution agreement will allow Thistly Cross to expand the portfolio of products available to our customers, adding high quality craft beer to our range of award winning ciders".

James Dempsey, Eyeball Brewing Director said: "Through access to Thistly Cross' sales and distribution network, this deal will allow us to grow our commercial operations

much faster than building our own network from scratch. We'd like to thank the whole Thistly Cross team for the work they've put in to make this agreement happen".

Owen added: "We hope this arrangement will be seen as a template for co-operation between producers in the food and drink sector, in Scotland and beyond".

