



## Appleby's Rebrands For Start of New Era

The Appleby Family has been keeping itself very busy leading into 2009, as after several generations of successful trade in the cheese market, it has refreshed its acclaimed Appleby's brand.

The traditional Cheshire Cheese recipe has been handed down through generations of the Appleby family. This tradition and the combination of the fine pastures, quality unpasteurised milk from the farm, the skill of the cheese maker and the art of maturing, gives Appleby's cheese its unique texture and flavour.

The third generation of Appleby's, Paul, his wife Sarah and sister Clare, are now fully involved in the business. The second generation, Edward and Christine, still lend support and, as a family, they have worked as a team to rebrand the family business. The Appleby's will also be updating their presence on the internet by launching a new website, [www.applebyscheese.co.uk](http://www.applebyscheese.co.uk).