



# An award winning family business

## Funding support helps local business to grow

Bianca Samuel and her father decided to launch their own family business after redundancy during the pandemic.

They applied to the fund to help with the purchase of new equipment to produce limited edition varieties of the cider, and new labels for the brand. Since then, the business has gone on to win international awards, and is producing 7000 litres of their popular product.

Bianca Samuel, Co Founder said:

*"My father and I have been making cider at home for several years, and it has always been well-received by friends and family, so we were confident that we had a good product. When we were both made redundant during the pandemic, we decided to plunge everything into cider making. We knew it was a risk, but we felt it was worth taking. Thankfully it has paid off and thanks to the support from organisations like Pen y Cymoedd, demand for our product is at an all-time high."*