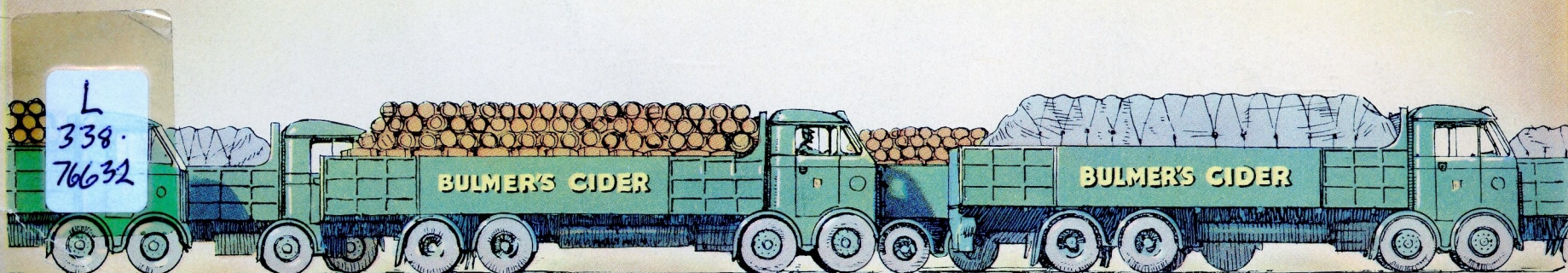


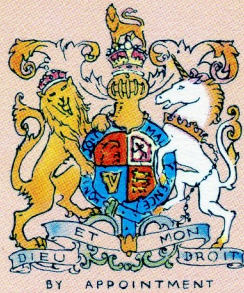
1887

# MILESTONES

1937







# MILESTONES

To commemorate the  
Golden Jubilee of  
H. P. BULMER & CO. LTD.  
CIDER MAKERS  
of Hereford

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## MILESTONES

The first casks of Bulmer's cider came from apples grown in the Glebe orchard at Credenhill, a country village about four miles from Hereford.

The late Mr H. P. Bulmer started the business in the year of Queen Victoria's Golden Jubilee. His father, the Rev. C. H. Bulmer, Rector of Credenhill for nearly fifty years, was keenly interested in rose and apple growing, and a frequent contributor to "The Journal of Horticulture." Cider made for home consumption at the Rectory had more than a family reputation, winning prizes at the local Show

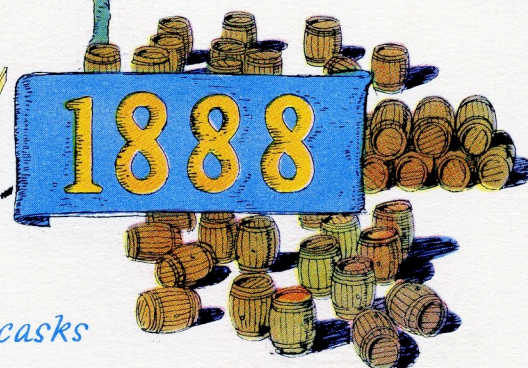
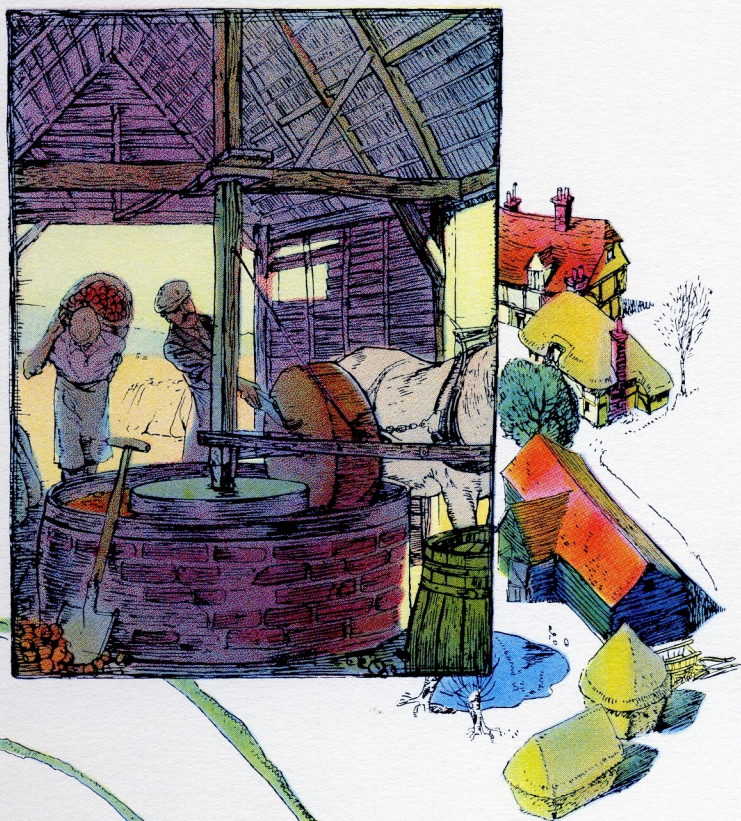
Through ill-health as a boy, H. P. Bulmer missed the usual school education which would have equipped him for a professional career. Instead he decided to start a business for himself. His mother suggested something to do with eating and drinking, because they never went out of fashion. His mother's counsel, and his father's interest in apple growing, decided his choice. A start was made in the autumn of 1887, the Glebe apples being crushed in a neighbouring farmer's stone mill. "Tommy," the Rectory pony, H. P. Bulmer and his elder brother, E. F., supplied the labour. The yield was two casks, which were brought home in a borrowed cart and stored in the Rectory cellar

For next year's operations premises were rented in a small warehouse in Maylord Street, Hereford, where about 4,000 gallons were made. Some of this Cider was sent to the Paris Exhibition of 1889 where it was awarded two medals for general excellence.

The business remained for only a year in Maylord Street. As the Warehouse was not capable of expansion an acre of land was purchased in Rylands Street, on the present site, and a brick shed built at the cost of £800.



*Crushing the  
first year's yield*

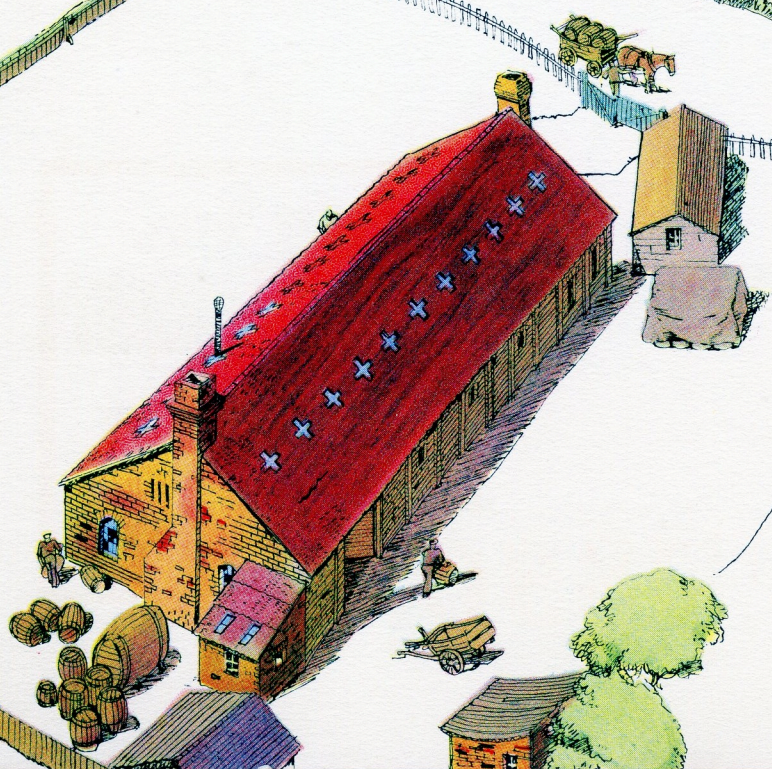


*The second year's yield of 40 casks  
awarded two medals at the Paris Exhibition 1889*

### *Bulmer's first employee*



### *The original building at Rylands Street*



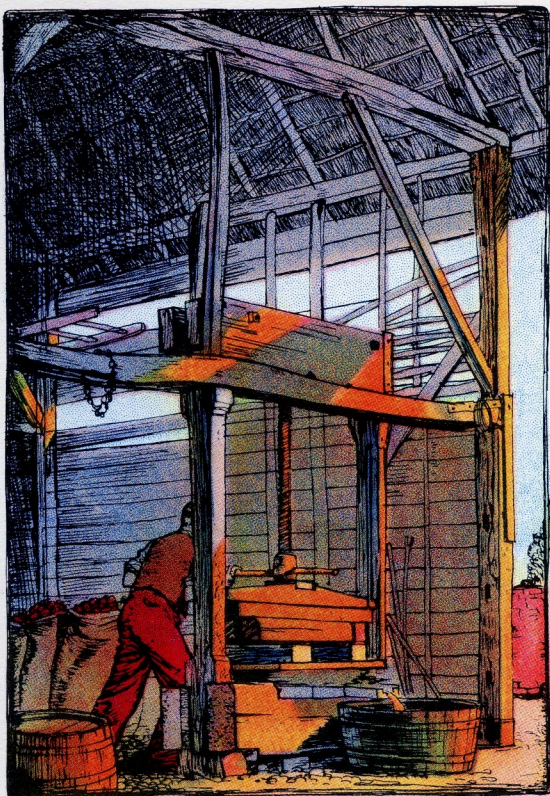
About this time E. F. Bulmer completed his time at Cambridge and joined his brother in the business.

Cider making was not too well understood in this country fifty years ago. Better methods than those then existing had to be discovered. In fact from 1889, when the business began operations on its present site in Rylands Street, much of its activity has been directed to applying improved methods, and devising the appropriate machinery.

But in 1888 a more urgent problem was to find a market for the cider that had been made. With this object in view, Mr E. F Bulmer donned the top hat and frock coat of the orthodox "Commercial" and went to Windsor Great Park where some Cider had been sent to compete for prizes at the Royal Show. Both scored a big success, the cider taking a prize in every class, and Mr Bulmer booking many orders. "Well done, good and faithful touter" wrote his brother congratulating him on the flow of orders. Thus encouraged E. F Bulmer undertook responsibility for the selling side of the business while H. P developed his gifts as an organiser and inventor

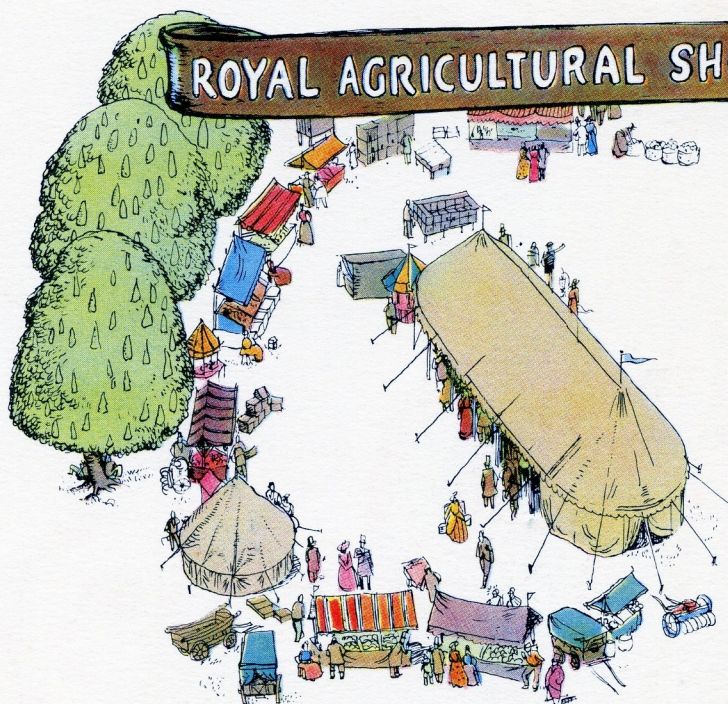
As the business continued to grow more land was needed. In 1891 the rest of the existing site was purchased, making eight acres in all. This was developed as needed so that to-day the whole area, with extensive cellars, is being used.

Although successful on a small scale, it was foreseen that to achieve a big success more knowledge would be necessary. In 1894 Mr H. P Bulmer went to Rheims, where the French Champagne industry has been established for centuries. At the Rheims Municipal Wine Laboratories he studied the theory of champagne making, while for its practice he stayed in the house of a Champagne maker named Desmonet. This visit to Rheims resulted in many improvements and particularly in the introduction into this country of cider-making by the Champagne process.



*The Press House in 1889*

## ROYAL AGRICULTURAL SHOW

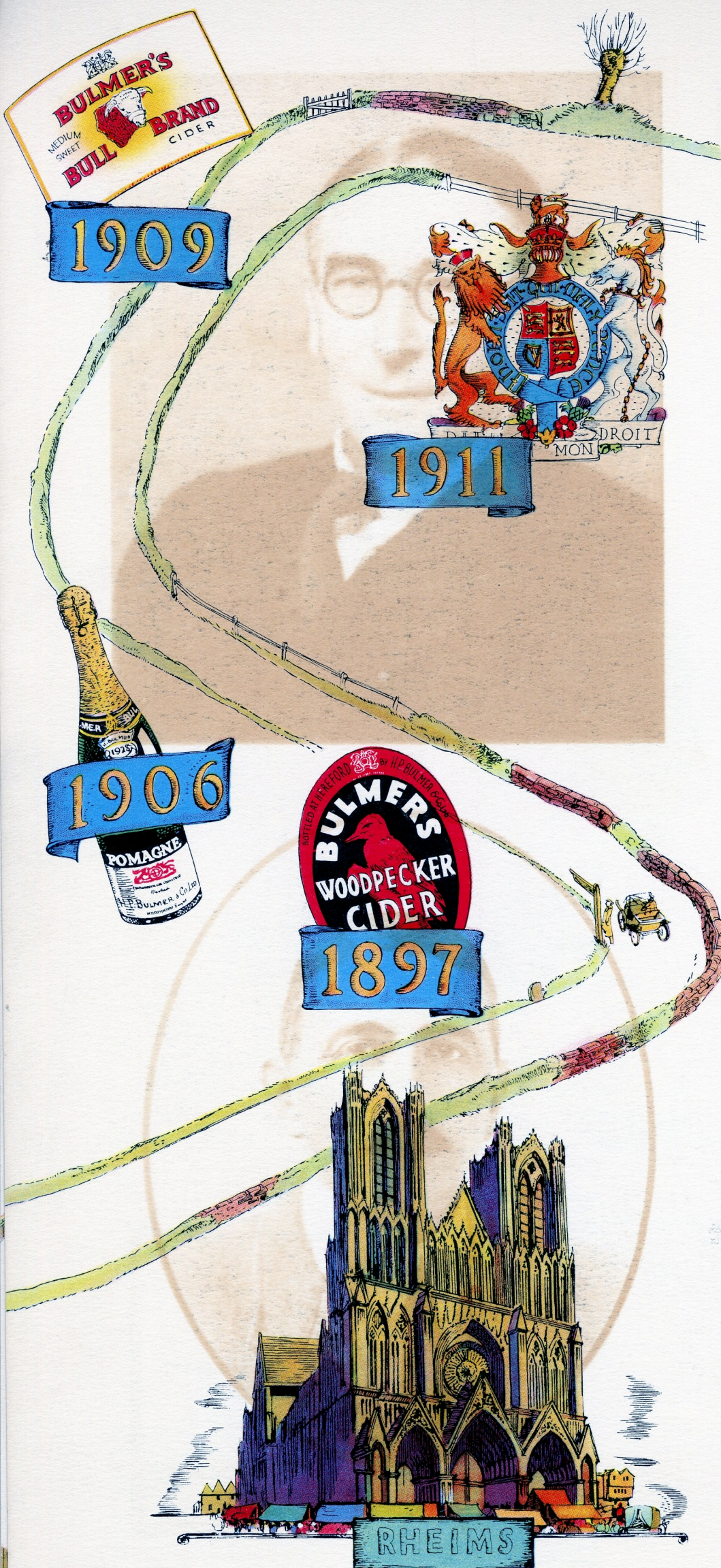


*Royal Agricultural Show  
1888 Windsor Great Park  
where Bulmer's Cider took  
a prize in every class*



*Bulmer's first Trade Mark*

1890



Subsequently Mr. H. P. Bulmer went to East Prussia to study the methods employed in the Sugar Beet industry.

The present simple and effective method of washing apples while conveying them to the Press House dates from this visit. Also a machine which dries the pressed apple residue—or Pomace, the raw material from which Pectin is extracted. The two machines now in use dry the pomace from 600 tons of apples every 24 hours.

For the first few years Bulmer's cider was stored in large casks of about 100 gallons. As the business grew these became altogether inadequate. In 1904 the experiment was tried of building eight 10,000-gallon oak vats. These were followed in due course by a series of 50,000-and 60,000-gallon oak vats. They are all still in use, though the latest vats are of glass-lined concrete and hold 100,000 gallons. In spite of considerable advances in the science of cider making prior to 1905, notably those following Mr. Bulmer's Continental visits, the control of fermentation was still a problem. As a consequence cider varied considerably in strength and flavour. It was in this year that a distinguished scientist and bacteriologist joined the firm. Dr. Durham F.R.C.S. was Resident House Surgeon at Guy's in 1895, when he accompanied Sir Ronald Ross abroad for the study of Tropical Medicine.

Dr. Durham returned broken in health. He came to stay at Hereford and his great knowledge and experience were placed at the disposal of the firm. A Research Department was established which soon settled the outstanding problems, so that fermentation could be controlled at will and the best results obtained with regularity.

In 1897 Bulmers "Woodpecker" Cider was introduced, followed in 1906 by Champagne Cider "Bull Brand" came three years later, and in 1911 the firm received the Royal Warrant as Purveyors of Cider to H.M. King George V.

In 1912 the Great Western Railway Company recognised the growing import-

ance of Bulmer's by bringing a railway siding alongside the Works.

On the outbreak of war 45 of the 46 eligible employees joined up. The 46th employee (class B.3.) was left in the business on appeal. H. P. Bulmer's eldest son Geoffrey lost his life in the war. Howard, the second son, joined up in 1915 at the age of 17 and was severely wounded.

Since the war the history of the firm has been a record of quiet progress and expansion. The two-cask yield of 1887 has developed into an annual output of millions of gallons. Distributing depots have spread to London, Birmingham, Manchester, Derby, Northampton, Bristol and other centres. New Concrete Vats have been built and modern equipment installed.

For a long time past the firm has taken an active interest in the supply of the best varieties of cider apples. In 1900 an experimental orchard was planted with trees selected from all over England. As a result of the experience gained a large scale planting scheme was subsequently started by which farmers in the district are supplied with suitable young trees at a very low cost. 86,000 trees have been supplied during the past 10 years. The firm also employ a staff of inspectors who give free advice to farmers on the management of their orchards. This scheme is proving very successful in ensuring a steady supply of home-grown apples of the most suitable kinds.

\* \* \* \* \*

These are but a few of the many "Milestones" along the road of the firm's progress from small beginnings in 1887 to widespread activity in its present, Golden Jubilee year. Grateful acknowledgment is due to the Trade for valuable co-operation and goodwill, and to the public for its support.

Under the guidance of Mr. E. F. Bulmer, supported by members of the second generation, the firm of Bulmer's looks forward to a future of steadily increasing usefulness.



Mr. E. F. BULMER, present Head of the Business,  
High Sheriff of Herefordshire for 1934.

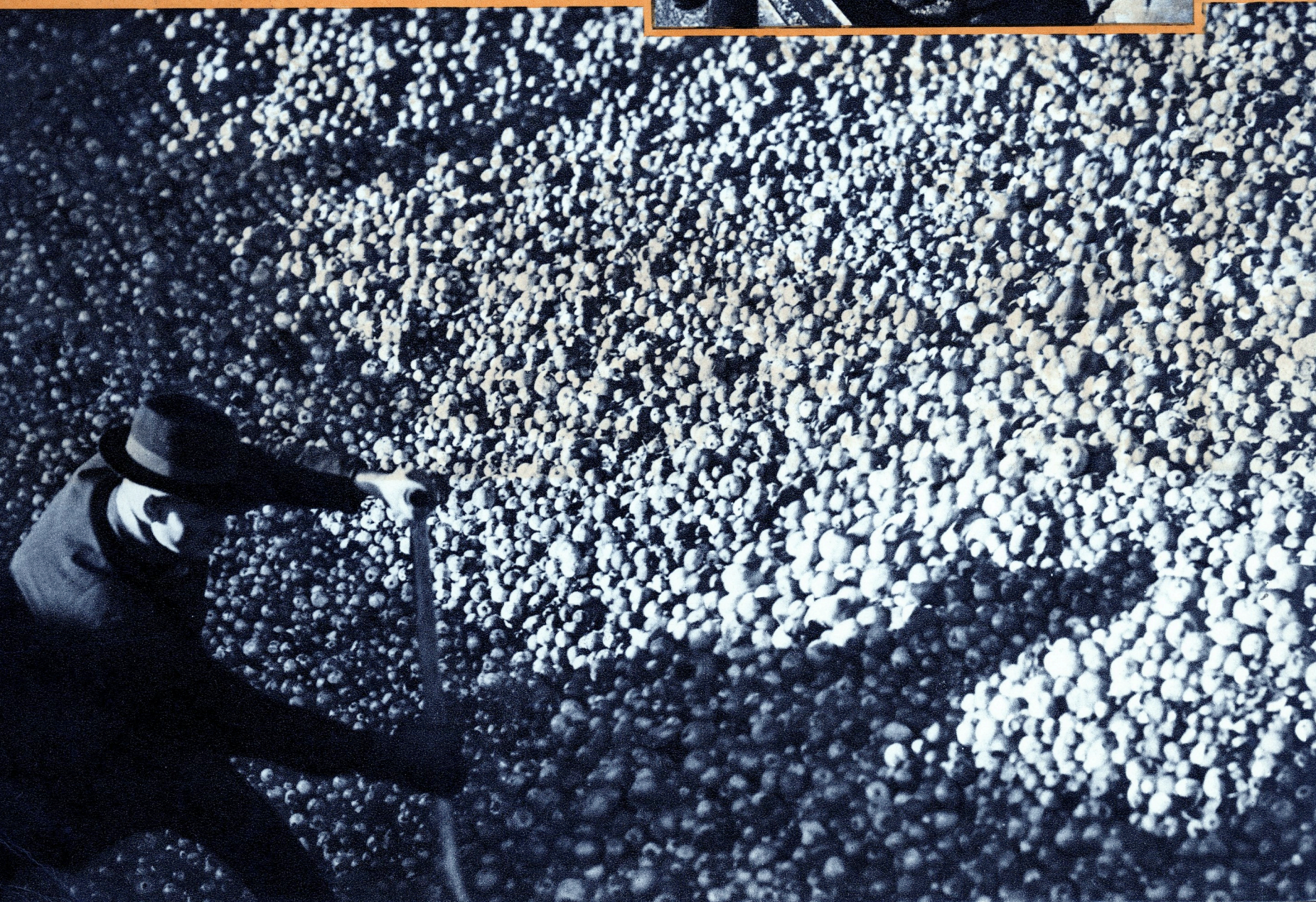


The late H. P. BULMER, Founder of the Firm.



The Firm's Experimental orchard was started in 1907. As a result of the knowledge gained Nurseries were planted from which local farmers are supplied with young trees of suitable varieties, at very low cost.

The apples arrive in sacks and are emptied on to a concrete platform before being floated along waterways to the Press House. Over 20,000 tons of apples are received and pressed during the season, which lasts from 8 to 10 weeks.







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GALLONS

A group of 60,000  
gallon oak vats.  
Altogether 150  
vats, oak and con-  
crete, store over  
5,000,000 gallons.

Cask Cider ready for despatch to the  
Distributing Depot, at Perivale, London.  
Over 2,000 casks are sometimes sent out  
in a day.

INSET: Cooper at work in the  
cask repairing shop.



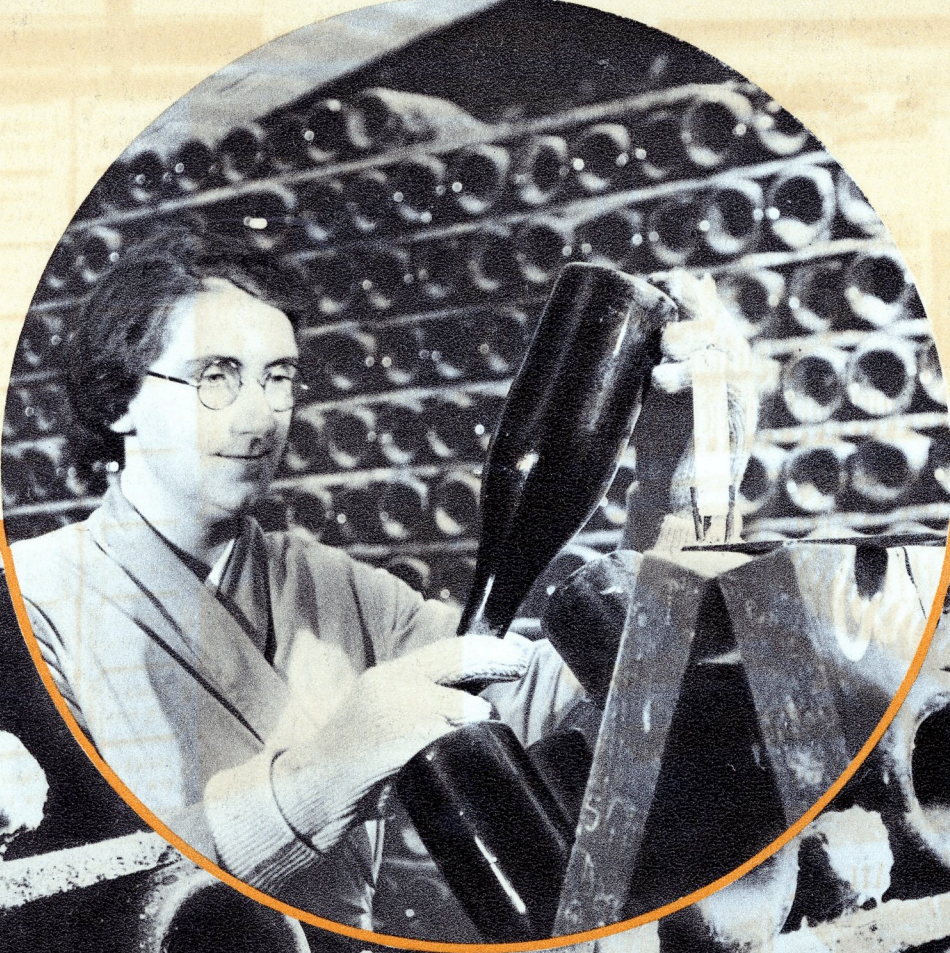
The Bottling Plant . . . Over 300 dozen an hour are washed and filled on this plant which is entirely automatic.

INSET: All bottles are carefully examined after washing to make sure that they have been thoroughly cleansed.



The Champagne Cider Cellars. Down here are stacked over a million and a half bottles, slowly maturing.

INSET: All bottles are sighted for clearness by means of candlelight, which is still the most efficient light for the purpose.





(Above)

Despatch Department  
from which over  
4,000 dozen bottles  
are sometimes sent  
out in a single day.

(Right)

The last stage in  
the preparation of  
Champagne Cider.  
Up to 10,000 bottles  
can be decorated  
in a day.





A group of favourite Bulmer's products.



