

# Roll up! Roll Up! A New Product in Town



## Apple Crumble Packs

### Each pack contains:

3 x Apple Crumble Spice Bags  
3 x Organic True Ceylon Cinnamon Quills  
Each pack makes 3 x 1 litre Apple Juice  
**24g per pack**

### Ingredients:

Organic True Ceylon Cinnamon Quills  
**"Real" Madagascan Organic Vanilla Pods**  
Allspice Berries, Dried Apple Pieces  
Whole Cloves & Juniper Berries.

NEW For 2025, The Smoked Bishop Apple Crumble Drink, a delightful alternative to Mulled Wine for those who prefer non-alcoholic drinks.

Drawing inspiration from the cherished Victorian Apple Crumble recipe, we have crafted a scrumptious and festive Christmas drink. Our product is designed to be hung onto a Christmas Tree, ideal as the perfect gifting option at Christmas.

With Apple juice, the Apple Crumble Drink delivers the Christmas flavours perfect for festive gatherings with friends & family. It's an ideal choice for non-alcoholic drinkers and children alike.

Each box has detailed illustrations inspired by the Victorian era. The addition of a beautiful grosgrain ribbon further elevates the presentation.

**Ideal Product Placement** - Christmas Gift Section, Hampers.

**Dimensions** - 70mm x 30mm x 141mm

# Sustainability



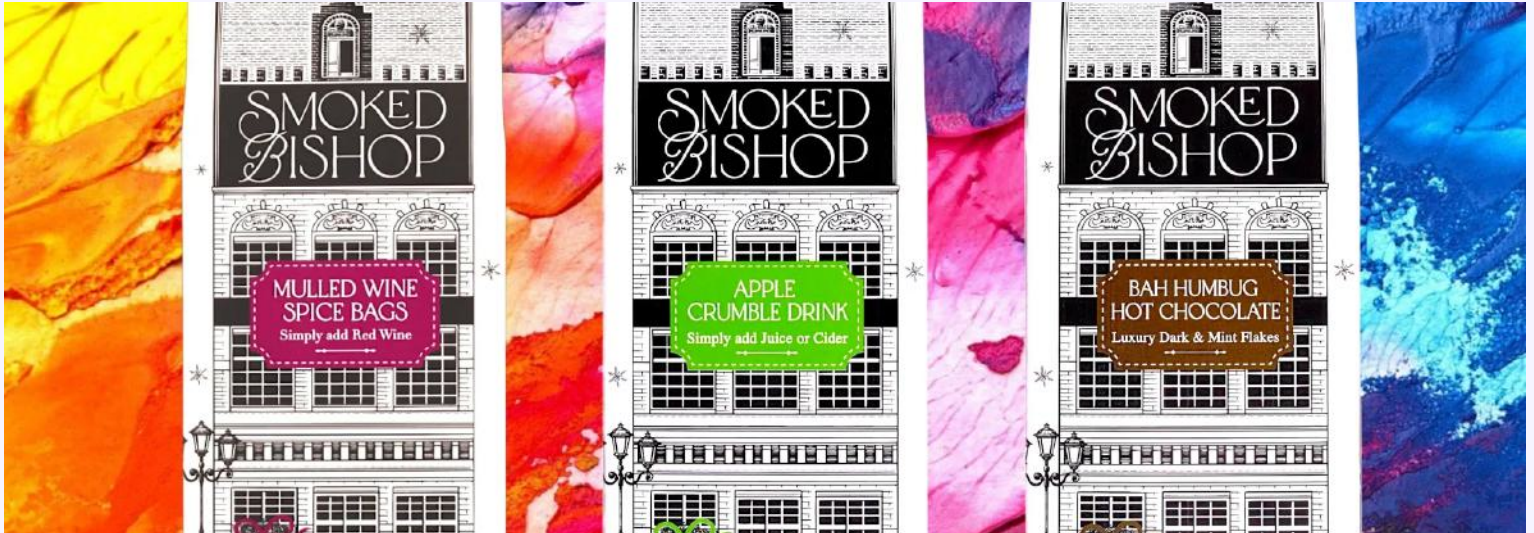
## All Smoked Bishop Products



- Ethical & Premium ingredients. **Free from artificial ingredients & E-Numbers.**
- Our boxes are 100% Recyclable and printed on **FSC Certified Card.**
- The inner content bag is made by Natureflex; Made from wood pulp (**recyclable & biodegradable**).
- Our spice bags (Mulled Wine & Apple Crumble) are made from Sugar Cane fibres (**100% Plastic free & Compostable**).
- Our Apple Crumble has real **Organic Madagascan Fairtrade Real Vanilla Pods** in the blend.
- Our Mulled Wine & our Apple Crumble packs contain **True Organic Ceylon Cinnamon Quills** from Sri Lanka



# Our Story



- **A Victorian Inspiration:** Smoked Bishop draws its name and spirit from the “Smoking Bishop,” a classic Victorian mulled wine famously mentioned in Charles Dickens’ A Christmas Carol.
- **Reviving British Heritage:** Our mission is to reintroduce the charm of Victorian-Era indulgence, blending nostalgia with the modern consumer’s demand for quality and sustainability.
- **Simplifying Tradition:** We’ve reinvented the preparation of mulled wine, making it accessible and consistent while maintaining the essence of a treasured British classic.
- **A Humble Beginning:** Starting as a Christmas addition to a spice tin business, our mulled wine spice packs quickly became the star product, outselling our spice tins by 20 to 1.
- **Meticulous Craftsmanship:** Every spice blend is carefully curated to guarantee the perfect mulled wine, free from artificial ingredients, sulphites, and e-numbers.
- **Sustainable Innovation:** From biodegradable sugarcane spice bags to FSC-certified paper packaging, every element of Smoked Bishop reflects an eco-conscious ethos.
- **A Dickensian Touch:** Our packaging is inspired by Charles Dickens’ house, combining Victorian aesthetics with modern functionality—perfect for gifts or festive décor.
- **Environmental Commitment:** Locally sourced packaging, Natureflex seaweed-based inner bags, and electric vehicle deliveries showcase our dedication to reducing our carbon footprint.
- **Award-Winning Excellence:** Smoked Bishop is proud to be the 2024 Farm Shop & Deli Product Award winner, recognised for blending tradition with innovation.
- **Cultural Resurgence:** By solving the common challenges of making mulled wine, we’re ensuring that this beloved Victorian beverage remains relevant and celebrated in the modern age.
- **Royal Approval:** Supplying His Majesty the King’s Farm Shop in Windsor reflects the trust and admiration for our product.
- **Continuing the Legacy:** As we look ahead in 2025, we have expanded our range which we believe is world's first: The Apple Crumble drink and our Bah Humbug luxury hot chocolate drink. With keeping the spirit of Victorian tradition alive while meeting the expectations of contemporary eco-friendly consumers.