Spider

award-winning experts in multi-job board online advertising!

Case Study.

Leveraging Market Trends for Growth: A Look at Aspall Cyder

In today's fast-paced and ever-changing **food and drink manufacturing** landscape, staying ahead of consumer trends is vital for long-term success. This case study examines how Aspall Cyder has effectively responded to shifting market dynamics, using emerging trends to fuel innovation and drive sustainable growth.

Initial Objectives

Enhance Local Reach in Recruitment Efforts

Overcome the limitations of centralised recruitment by increasing visibility and accessibility at the local level.

Improve Response Rate for Production Roles

Address the ongoing demand for production staff by attracting a higher volume and quality of applicants.

Streamline Shortlisting Process for Time-Constrained Hiring Managers

Reduce delays in the recruitment process by implementing more efficient candidate screening and selection methods.

Demonstrate Return on Investment (ROI) Through Pilot Campaign

Prove the effectiveness of new recruitment strategies by delivering measurable results across the initial test of three roles, paving the way for wider adoption.

Approach

Wider Reach

Used multi-board advertising + local social media job groups to ensure roles were seen by relevant, local candidates.

Time-Saving Tools

Centralised cloud-based portal for HR to track, manage, and contact candidates - 24/7 access.

CV Filtering & Screening

Managed overseas & irrelevant CVs, conducted telephone screening to short-list top talent.

Candidate Engagement

Regular updates throughout the process to maintain employer brand and reduce dropouts.

Results

10x
Campaign Pack
renewed annually following a successful initial trial in 2021.

70%
Average Increase
in local applicant volume across roles from production to management level.

4+
Years
of ongoing collaboration and partnership!

> We have found the process with Spider for our ongoing recruitment needs a great success. **Their support with our advertising campaigns** has allowed us to attract great candidates which has **contributed to our business growth**.
>
> We **highly recommend their service** to any company looking to streamline their recruitment process and find the **best candidates in the market** for their team.

- HR Manager | Aspall Cyder

Spider
industry insights
Food & Drink Manufacturing

Skills Shortages

- Recruitment remains a major challenge for the UK food and drink sector, with **75% of businesses reporting difficulties** - critical shortages exist across both technical and operational roles, hampering growth and productivity.
- Vacancy rates in the industry remain high, reaching **3.9%** in **Q1 2025**, up from **3.6%** in **Q4 2024** (*source: fdf.org.uk*).

Economic Pressures

- Manufacturer confidence has **dropped sharply to –47%**, down from –6% in mid-2024, due to **rising energy, labour, raw materials, and regulatory costs** (e.g. extended producer responsibility schemes costing £1.4 bn annually) (*source: The Guardian*).
- Wages, National Insurance contributions, and production costs remain high, **limiting salary flexibility** - a key concern for HR Teams & Hiring Managers.

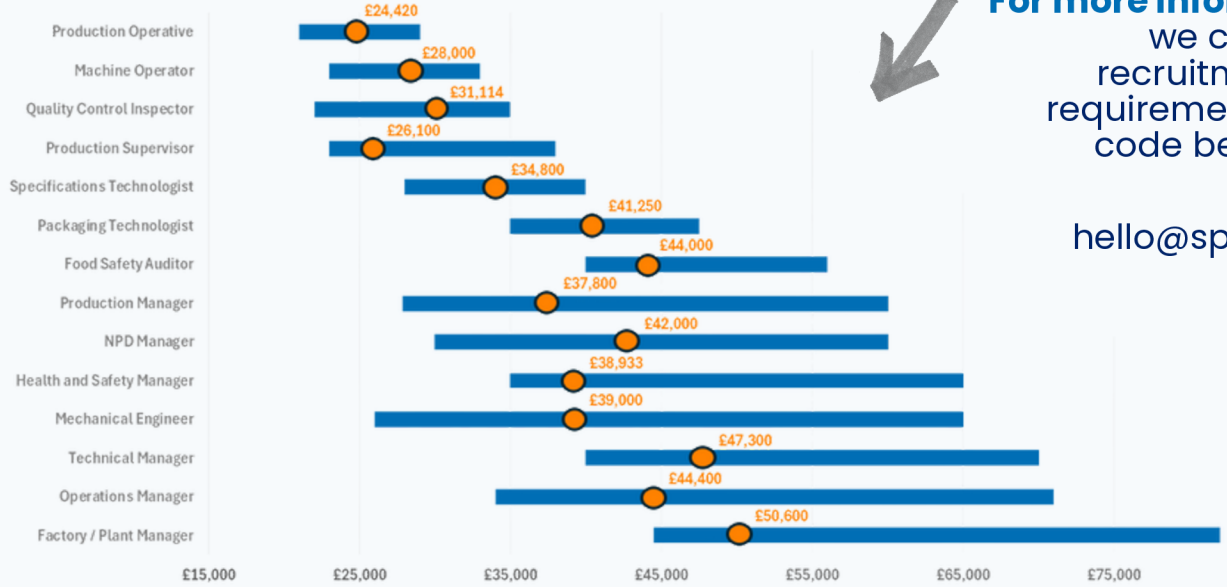
Advertising Tips

- **Highlight clear opportunities** for career growth and professional development.
- Be **open and transparent** about salary from the start.
- Highlight **company perks and benefits**, as they can strongly enhance the appeal of a role.

Talent Pool

- A significant share of the food and drink manufacturing **workforce is over 50**, with many approaching retirement. This is widening the skills gap as experienced workers leave faster than new talent is entering.
- Apprenticeship uptake in food & drink manufacturing is lower than in other sectors, research shows this is partly because many **young people are unaware** of the sector's diverse, rewarding and increasingly high-tech career paths.

Salary: UK Range vs UK Average



For more information on how we can support your recruitment advertising requirements, scan the QR code below to email us:

hello@spiderrecruit.co.uk

01473 276146

SPIDER, **award-winning experts** in multi-job board online advertising.