

Aphrodisiac jam sells out!

Following the sell-out success of Duerr's limited edition Valentine's jam, breakfasters across Britain have been getting (it) up to to our Aphrodisiac preserve.

To cope with demand, Duerr's extended the run of stock twice, with all stock bought by 14th February.

Designed to help you rise out of bed in the morning, it contains plump strawberries, fine champagne and a sprinkling of an extra-special ingredient: horny goat weed.

The Chinese herb is a natural male sexual stimulant and promises to get the morning started with a bang. According to legend, this property was discovered by a Chinese goatherder who noticed sexual activity in his flock after they ate the weed. Considered a natural Viagra, it has been used by practitioners for over 2,000 years to boost erectile function and increase libido. Known also as Epimedium or Yin Yang Huo, horny goat weed was first described in ancient classical Chinese medicinal texts and is today sold as a health supplement, usually in raw herb, tablet, or capsule form and sometimes blended with other supplements.

Sticky and deliciously sweet, the jam was developed by the fifth generation Manchester-based company who has a dedicated history to providing exciting limited edition jams and marmalades. To mark their 125th anniversary they developed the world's most expensive marmalade, costing £5,000 for a 1kg jar. The crystal jar contained marmalade made with 62-year-old Dalmore whisky, vintage Pol Roger champagne, and edible gold.

Fifth generation Duerr's and proud dad of two Richard Duerr comments, *"We're well known for preserving tradition through our recipes; however until now little has been known about our dedication to preserving romance. We suggest you spread the love liberally on toast for a very horny goat weed Valentines."*