

## **Duerr's collaborates with Manchester artists for new jams and marmalades range**

We recently launched a new range of innovative jams and marmalades featuring unique packaging designed by artists.

Our Artists Range includes four fruity jams and four zesty marmalades, all of which have a bespoke, bold label design crafted by artists with a connection to Manchester, where we've been perfecting its preserves since 1881.

The Seville Orange Marmalades – Thick Cut, Fine Cut, Half Sugar and Manchester Marmalade – pack plenty of flavour. We use the finest juicy Seville oranges to create a unique recipe that perfectly balances sweetness and sharpness to give a moreish marmalade. The Half Sugar, Fine Cut Seville Orange Marmalade is filled with zest and tang, but with reduced sugar for health-conscious shoppers.

Our new jams have taken traditional flavours to a new level with a modern, zingy twist. Blueberry & Lime Jam brings a mix of sweet and citrus flavours, while Strawberry & Elderflower Jam is like a taste of summer with a sweet, delicate taste. Raspberry & Orange Jam is bursting with flavour, filled with the juiciest raspberries and sweet oranges, and Ginger & Honey Jam contains a warming kick of spice with subtle notes of honey.

The full Artists Range is suitable for vegetarians, vegans and coeliacs.

Richard Duerr, sales and marketing director of F. Duerr & Sons said:

“We pride ourselves on making delicious jams and marmalades which are full of flavour, in the city we love. So, in celebration of Manchester's vibrancy and creativity, we teamed up with local artists to help us create labels that will stand out to shoppers.

“Our flavour combinations also bring something new to the market, keeping taste buds tingling.”