

DUERR'S GETS FRUITY FOR VALENTINE'S DAY

Duerr's has launched a cheeky outdoor campaign to promote their jam range to coincide with Valentine's Day.

Jam, marmalade and sweet spread manufacturer, F Duerr and Sons has unveiled a new poster campaign wishing passers by a Happy Valentine's Day along with the strapline "a great time for getting fruity" to spread some fruity love across Manchester and raise awareness of the fruit packed content of their jams.

The poster campaign is supported by online communications and a PR drive to strengthen the association of the Duerr's brand with its hometown of Manchester.

Fifth generation Duerr and sales and marketing director Richard Duerr explains: "February is the month when we all need a pick me up, and getting a bit fruity on Valentine's Day is a great remedy for these cold, grey days.

"Cracking open a jar of fruit packed Duerr's jam is a great way to put a spring back in your step, great if you fancy a bit of crumpet, spread over toast when you're treated to breakfast in bed, and even better when you decide to get a bit fruity."

The Duerr's range of jams include Strawberry, Blackcurrant, Apricot and Raspberry and are available nationally from Tesco.