

WAKE UP WITH PRIDE

Jam maker spreads more than marmalade

A new limited edition jar of Duerr's marmalade will encourage the nation to swell with pride each morning as they tuck in to their toast.

QR codes on pack will direct breakfasters to 365 famous moments in British history. From Will and Kate's first kiss on the balcony and Tommy Cooper's famous sketches to Red Rum winning the Grand National and other peculiarities that make us British – there will be a new moment every day giving the nation a fresh reason to remember why it's great to be British.

Marmalade has been the preserve of the British gentleman for generations, Winston Churchill loved the stuff, naming his cat 'marmalade' in honour of the orangey spread. Paddington Bear won't leave home without a marmalade sandwich under his hat and is widely considered to be a taste of England, anywhere in the world.

Although best enjoyed from a mobile device over toast and marmalade, people can also access the daily delight through the Duerr's website [proud page](#) or via social media channels: twitter.com/duerrs1881 and facebook.com/duerrs1881.

The QR code and crest appear on Duerr's best-selling Seville Orange Fine Cut Marmalade, Seville Orange Half Sugar Fine Cut Marmalade, Seville Orange Thick Cut Marmalade, Spanish Grapefruit Fine Cut Marmalade and Ginger Chunky Preserve. They are stocked in Sainsbury's, Asda, Tesco, Morrisons, Co-op and Waitrose, RRP £1.39.