

Superjam



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SuperJam revolutionized fruit jams with ultimately no sugar and preservatives.

Utterly 100% Pure Fruit.

Edinburg, Scotland – December 5, 2010 - Good news to all jam lovers, not only in Scotland, but in UK as well, fruits jams are never healthier as before SuperJam entered the market. A dashing young entrepreneur, Fraser Doherty, not even in his 20s, concocted fruit jams with absolutely no sugar and preservatives, using grape fruit instead, to sweeten them. There are varieties of flavors to choose from: blueberry and blackcurrant, rhubarb and ginger fruit, orange and passion fruit, and cranberry and raspberry.

What makes SuperJam unique and distinct from other fruit jams is that its ingredients are all sourced from the freshest fruit farms in Scotland and the innovative blend which created new and excitingly healthy flavors. Rhubarb, for instance, was reported to be an antioxidant with loads of Vitamins A and C. Likewise, it is a natural laxative which helps improve cleansing and detoxification of the body's waste products. When combined with ginger, a tuber which gives a warming and calming effect, the fruit jam concocted is best applied in pies, oatcakes, and porridge.

In the video entitled Tricky Business, John Boyle, a multi millionaire and UK's most successful entrepreneur mentored Fraser Doherty when he reflected on expanding his homemade fruit jam business and planned to market it in supermarkets. Doherty started working on using his grandmother's jam

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recipe when he was 14 years old and weathered all sorts of challenges and trials of entrepreneurship. Boyle, during their first encounter, advised Fraser to expand slowly by moving the production to a small factor from his kitchen, to get some investment, and to supply his jam to delis and small shops. Doherty's talent and entrepreneurial skills were acknowledged when he defied Boyle's advice and instead, he researched competitors' brands from supermarket shelves and determine the cause of the decline in sales for fruit jams. Apparently, the high sugar content made the demand for fruit jams to decline consistently and Doherty's creative skills concocted the SuperJam that is patronized in a number of large supermarkets in Scotland and in the UK today.

His interview at with Boyle, shown through Channel 4, gave viewers the opportunity to preview the making of a young entrepreneur. Doherty eventually had the privilege of forging an agreement with Waitrose, a supermarket in London, through improving his fruit jam recipe and by creating a more professional label. When Doherty improved his recipe, Boyle changed his advice and specifically indicated that there is a need to meet Waitrose requirements and to keep them happy. By finding an appropriate factory to produce approximately 20, 000 bottles of jam per week, Doherty was well on his way to success. A bank loan enabled him to sustain the needed volume of production.

As proffered by Boyle, Doherty's achievements over the last six months were phenomenal and significant for having invented a healthy jam of better quality and of the needed quantity to be mass produced, he was able to achieve the vision he had in the first place. Doherty's SuperJam journey is an inspiring story for young entrepreneurs to try their luck in business. It can be <https://assignbuster.com/superjam/>

deduced that luck, talent, the right resources, coupled with hard work, persistence and determination - plus of course, the mentorship and guidance of an expert in the field - is a sure formula for success.

For more information: <http://www.superjam.co.uk/pstore/>

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Reference

Tricky Business: Fraser Doherty - Jam brand series - 2 Series 2 Episode 4,

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