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## "Blossom with Fourayes" Training Seminar May 2014



We had our first picnic of the season at Fourayes when our guests from Haydens, Apetito, Sainsbury's, BPS, Anglo Austrian and Blueberry Foods came to our spring training seminar.

After the factory tour and picnic in the orchard, the participants were invited to a tasting of our new jams, fruit fillings and semi-candied products, cooked up by our Fourayes Food Development team.

There were some surprising hits. Lemon and Raspberry Fizzle scored top marks from Katherine Clegg and Sarah Eames from Sainsbury's who were sold on the name even before they tasted it!

Luca Flora from Blueberry Foods was quite taken by the Orange Jam, which he thought could be injected into a muffin.

In the savoury department, Tomato and Dill Jam got the thumbs up both as a dip and as a possible glaze on a quiche.

Listen to what our customers have to say by visiting our website for video reviews

[www.fourayes.com/what-our-customers-say](http://www.fourayes.com/what-our-customers-say)



## Phil's report

It's been fantastic to see the orchard in blossom this Spring, even if it was a little early. While Fourayes escaped the flooding it was still an amazingly wet winter! The talk now is "has the rain washed many of the nutrients out of the ground?" They are essential for developing great quality, and most importantly, storable fruit.

As Kent is the home of the Bramley apple, it's really important we have a good quality crop in our neck of the woods.

We've also been spending our time developing some great new products in our Hint of Blossom and our Savoury Jam ranges. And, as for our new Infused Semi-Candied Apple range, well, the product development team has really excelled



itself this time! I've often said that if you can imagine it, Fourayes can make it. The factory is absolutely buzzing with new fruit combinations, flavours and ideas.

We've also been watching the supermarket shopper trends. These include bite size snacks and cakes, sharing desserts and 'nostalgia'. Consumers really do look for exceptional taste nowadays and that's great for us - taste and provenance.

Which brings me back to Kent. We're looking forward to creating some fantastic products for customers this year.

We process a great deal of British fruit so our customers can buy British at its best, and all our baking customers are making the most amazing British products. I know, because my family and I are consumers like everyone else. You just have to walk round any supermarket to see how important British fruit is now.

I'm looking forward to a terrific British summer but I'm not too sure I'll be sharing my desserts!



## New at Fourayes

Carl Vasse Account Director

Carl started his career 27 years ago in bakery ingredients as a laboratory technician and held several technical and development roles before moving into the commercial arena in 2002 as Technical Sales Manager.

*"Speed to market is extremely important for our customers in order for them to maintain their competitive positions in the market place" says Carl, "My technical background does help with sales because customers can be sure I know what I am talking about and I can make decisions quickly. I'm looking forward to working with Fourayes Food Development and we will certainly be creating new products".*

Carl is particularly keen to build on Fourayes' work in the dairy and bakery sectors.

## News about Fourayes jams is really spreading!



Fourayes commercial jams are definitely the success story of the year.

Perhaps it's not really surprising. From our own research we discovered there was likely to be significant growth in areas such as portion snacks, sharing snacks, desserts & cakes and the category that just keeps on growing: 'nostalgia'.

We've had eight months now of commercial jam sales growth as more and more customers are discovering the wide variety, great taste and great value on offer from Fourayes.

King of the range is our superb Kentish Strawberry jam. Being based in Kent, the Garden of England, means we really are spoiled for choice when it comes to high quality, great tasting fruit. Whether it's for use in cream cakes, doughnuts or delicious snacks our Kentish Strawberry jam seems to be tickling an awful lot of taste buds!

In a market dominated by single flavours we've also been developing ranges of multi-ingredient jams. The Fourayes Hint of Blossom range combines fruit with a subtle hint of blossoms to create such winners as apple & lavender or blackcurrant with a hint of lemon. And on the subject of lemon, our lemon curd with a hint of raspberry tastes absolutely fantastic.

Staying with combined ingredients brings us to our Hint of Herbs and Spices range, an example of which is our apricot with chilli – as at home in sweet products as it is with savoury.

Then there are our marmalades and glazes: a fantastic new focus has been on combining different glazes and jams in a single baked product to create a complimentary flavour profile. Mmmm, mouth watering!

If you'd like to know more about the wide range and versatility of Fourayes commercial fruit jams, marmalades and glazes please contact Nicki Gladwin, Senior Account Director at [n.gladwin@fourayes.com](mailto:n.gladwin@fourayes.com) or on 01622 884230

## Jam innovations and tastings



We hold regular tastings at Fourayes to test out new product flavours and combinations. If you would like to come and taste for yourself, please give our sales team a call. Fourayes recently invited Ian Dowding (the inventor of banoffee pie) and baking consultant Colin Lomax to comment on some of our latest jam innovations.

### *Apple and Lavender*

a big hit at fruit shows last summer – “excellent”

### *Rhubarb and Elderflower*

“a lovely combination. Not acidic, as rhubarb on its own can sometimes be”

### *Lemon Curd with Raspberry*

“a lovely even balance between the two tastes”

### *Blackcurrant and Lemon*

“We think this would work well in a corner yoghurt”

### *Savoury jam*

Apricot and chilli – “lovely”

### *Low water activity jams for biscuits and snacks*

“great taste and texture”

Next up - more semi-candied products, vanilla, peach, coriander and chilli flavours

Visit the Fourayes Food Development section on our website to download our white paper on jam making trends, consumption and evolving appetites, including an analysis of the proposed new regulations relating to sugar content.



# Orchard report

## Spring 2014 from Ian



### Hello and Welcome,

At the time of writing we are just edging our way out of Spring. Our blossom has gone and the bees have returned home to Warwickshire after having some lovely sunshine to work in. At the moment there appears to be an excellent bloom set, which could mean a good quality crop of nice shaped apples for our peeling machines. What a pleasant surprise after such an awful, wet winter.

We are just finishing the last of our pruning and we have grubbed our oldest orchard, 11¼ acres which was planted in 1984. Our oldest orchard has been cleared and ploughed, ready to mark out and put the stakes into place. The tree spacing will be 11ft by 3ft, however, it will

be entirely stakes, unlike our wire and cane orchard which was planted in 2008.

The incredibly wet Winter has caused a problem with washing away our nutrients from the soil. We are addressing this problem by applying extra foliar nutrients through the leaf of the tree.

This season is much earlier than last years with full bloom being just after Easter. If this season carries on progressing at this fast rate, our harvest could return to starting at its normal time of the last week in August.

There is currently lots of wildlife on the farm. There are plenty of 4 to 5 week old rabbits running around; these are known in farming circles as 'bolters'. The swallows and swifts have joined us for a few weeks, and the turtle doves are beginning to arrive. We have plenty of pheasants around and I have seen two pairs of English partridges. We will soon start to see the odd leveret (young hares) hiding under the trees.

All the Best,  
From Ian Witherden  
and all at Fourayes Farm

