

## Naked Jam

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Naked Jam makes jams, jellies, marmalades and chutneys that use seasonal ingredients

without the use of preservatives, artificial colourings or pectin. The ingredients are all sourced locally, seasonally and often foraged. Jennifer established Naked Jam after winning bronze at the World Marmalade Awards.

Through extensive research, a market gap was identified for locally sourced, quality, organic preserves. It was important to develop branding that would be synonymous with the product and that would clearly demonstrate what the product is about. Through many tasting sessions, consultations about label design, packaging, colours, PR and marketing, Naked Jam evolved into what it is today – a quality product made with nothing but the bare ingredients.



Naked Jam has earned a reputation as a company that creates products with unique flavour combinations and is continually evolving. They now produce bespoke preserves for local and national companies and have won a contract to supply Waitrose Farm Shop with seasonal preserves.

Jennifer is aware that the success of a brand depends on exposure, loyalty and listening and learning from customer feedback. For this reason the product continues to evolve, she continues to consult with customers and suppliers on a regular basis and works to uphold the values of food innovation with locally sourced, very often foraged, organic products.

