

Mrs Darlington's - Made with Love



# THE MRS DARLINGTON STORY

1980

A surplus of eggs from the family farm led Mrs Darlington to produce batches of homemade Lemon Curd to her mother's recipe.

She then sold the Lemon Curd on her egg round in the local towns and villages. The local Brownies collected jars and Marion's daughters did the labelling after school for a princely sum of a halfpenny per jar!

1981

With demand for Mrs Darlington's Lemon Curd increasing, Tom Darlington converted some of his farm buildings into a large kitchen area.

Marion employed her first member of staff (Janet is pictured below with Marion at one of their early country fetes) and, to help pay her wages, Marion and Janet began making cheesecakes to sell to local pubs and restaurants.



Audlem fête 1981

Marion expanded her range to include her mother's Sweet Apple Chutney recipe, Orange Marmalade, Lime and Orange Curds.

A friendly pickles firm in Manchester helped Mrs Darlington out by selling her some empty jars for all her new products.

1983

Marion was approached by Mrs Wright, a fruit farmer from Lancashire, to see if she would buy their surplus fruit...so Marion began adding jams to her range. Marion's range was taken on by two large local garden centres, where they were spotted by some fine food wholesalers, who also decided to take on the range.



Back in the 1980's!

1985

Ladies from the local village, who already collected eggs on the farm in the mornings, stopped a little longer and helped Marion and Janet meet demand.

The range started to expand into more chutneys.

A stall in the Women's Farming Union tent at the Cheshire Show was a huge success and started to spread the word further afield.

1987

Marion's daughter Sarah started working in the business, initially as a temporary stop gap that ended up lasting 27 years and counting!

1997

As the farm buildings were struggling to cope, a big decision was made to relocate to Lancaster Fields, Crewe. Now there was room to expand the range to include many more delicious products.



Our latest design

2002

Our first export order leaves to its final destination of Sweden.

2006

Sarah's sister Wendy is tempted away from her corporate job and persuaded to use her marketing skills on the Mrs Darlington's brand.

2011

Our first shipments beyond Europe head out to the USA, Australia, New Zealand and as far afield as Malaysia and the Kingdom of Brunei, along with a host of other countries.

TODAY

We've come a long way, but remain a family business, committed to the same aim Mrs Darlington began with; to craft delicious products with a truly homemade taste.



Marion with her daughters



## OUR PROVEN FASTEST SELLERS



**BEST PRESERVES BRAND**  
2017-2018  
Voted for by the readers of Fine Food Digest

VOTED BEST PRESERVES BRAND IN 2016/2017 AND 2017/2018 BY THE READERS OF FINE FOOD DIGEST!

\*WE'VE BEEN ENTERING THE GREAT TASTE AWARDS SINCE 2007 AND ARE PROUD TO SAY WE'VE WON EVERY YEAR!



WE SELL OVER 80 DIFFERENT PRODUCTS, BUT IF YOU'RE SHORT ON SPACE OR JUST GETTING STARTED, THESE ARE THE SURE FIRE WINNERS...

### CURDS

- ♦ Legendary Lemon Curd - the top seller overall! ★ 2015
- ♦ Lemon & Lime Curd ★ ★ 2014
- ♦ Orange Curd

### JAMS

- ♦ Strawberry Jam
- ♦ Raspberry Jam ★ 2017
- ♦ Blackcurrant Jam ★ ★ 2018
- ♦ Damson Jam
- ♦ Morello Cherry Jam ★ 2015
- ♦ Plum Jam
- ♦ Rhubarb & Ginger Jam ★ 2016
- ♦ Apricot Jam

### MARMALADES

- ♦ Medium Cut Orange Marmalade
- ♦ Three Fruits Marmalade
- ♦ Orange & Whisky Marmalade
- ♦ Tangerine Marmalade ★ 2014
- ♦ Lime Marmalade ★ 2017

★ "GUILD OF FINE FOOD : GREAT TASTE AWARD"

### CHUTNEYS & RELISHES

- ♦ Sweet Apple Chutney ★ 2016
- ♦ Beetroot Chutney
- ♦ Autumn Fruit Chutney (Brammy Award Winner 2014)
- ♦ Farmer's Pickle ★ 2014
- ♦ Red Onion Marmalade ★ 2017
- ♦ Caramelised Onion Chutney
- ♦ Spicy Tomato & Sticky Onion Chutney ★ ★ 2016
- ♦ Tomato Chutney
- ♦ Traditional Piccalilli
- ♦ Sweet Chilli Relish ★ 2014
- ♦ Real Ale Chutney
- ♦ Barbecue Relish ★ ★ 2017

### TABLE SAUCES

- ♦ Mint Sauce
- ♦ Bramley Apple Sauce
- ♦ Cranberry Sauce
- ♦ Hot Horseradish Sauce
- ♦ Mint Jelly
- ♦ Redcurrant Jelly with Port

### PICKLES

- ♦ Pickled Onions
- ♦ Baby Onions in Balsamic Vinegar



# THE COMPLETE RANGE

## MRS DARLINGTON'S CURDS

- ◆ Legendary Lemon Curd\*
- ◆ Lemon & Lime Curd
- ◆ Orange Curd\*
- ◆ Lime Curd\*
- ◆ Blackcurrant Curd
- ◆ Passionfruit Curd
- ◆ Pineapple Curd with Malibu
- ◆ Cherry Curd with Cherry Brandy
- ◆ Orange Curd with Cointreau

## MRS DARLINGTON'S JAMS

- ◆ Strawberry Jam\*
- ◆ Raspberry Jam\*
- ◆ Blackcurrant Jam
- ◆ Damson Jam
- ◆ Rhubarb & Ginger Jam
- ◆ Apricot Jam
- ◆ Morello Cherry Jam
- ◆ Plum Jam
- ◆ Seedless Raspberry Jam\*
- ◆ Ginger Jam
- ◆ Blackberry & Apple Jam
- ◆ Gooseberry Jam
- ◆ Summer Fruit Jam
- ◆ Pineapple Jam
- ◆ Wild Blueberry Jam
- ◆ Peach Melba Jam



## MRS DARLINGTON'S CHUTNEYS & RELISHES

- ◆ Sweet Apple Chutney\*
- ◆ Beetroot Chutney\*
- ◆ Autumn Fruit Chutney\*
- ◆ Farmer's Pickle
- ◆ Red Onion Marmalade\*
- ◆ Caramelised Onion Chutney\*
- ◆ Spicy Tomato & Sticky Onion Chutney
- ◆ Traditional Piccalilli
- ◆ Sweet Chilli Relish
- ◆ Barbecue Relish
- ◆ Spicy Sweetcorn Relish
- ◆ Tomato Chutney\*
- ◆ Real Ale Chutney
- ◆ Apricot Chutney\*
- ◆ Ploughman's Pickle No. 7
- ◆ Apple & Garlic Chutney
- ◆ Beetroot in Redcurrant Jelly

## MRS DARLINGTON'S MARMALADES

- ◆ Medium Cut Orange Marmalade\*
- ◆ Three Fruit Marmalade
- ◆ Thick Cut Orange Marmalade
- ◆ Orange & Whisky Marmalade
- ◆ Orange & Brandy Marmalade
- ◆ Orange & Gin Marmalade
- ◆ Tangerine Marmalade
- ◆ Lime Marmalade
- ◆ Pink Grapefruit Marmalade
- ◆ Orange & Ginger Marmalade
- ◆ Shredless Orange Marmalade
- ◆ Lemon & Lime Marmalade
- ◆ Grapefruit Marmalade

## MRS DARLINGTON'S TABLE SAUCES

- ◆ Mint Sauce
- ◆ Bramley Apple Sauce
- ◆ Cranberry Sauce
- ◆ Mint Jelly
- ◆ Redcurrant Jelly with Port
- ◆ Apple & Mint Jelly
- ◆ Cumberland Sauce
- ◆ Tangy Tomato Ketchup
- ◆ Fruity Brown Sauce
- ◆ Beetroot Ketchup

## MRS DARLINGTON'S SEASONAL

- ◆ Mincemeat with Brandy
- ◆ Christmas Preserve
- ◆ Cranberry & Orange Curd
- ◆ Christmas Chutney
- ◆ Bucks Fizz Marmalade
- ◆ Cranberry Sauce with Port

## SARAH'S TABLE SAUCES & CHUTNEYS

- ◆ Mango Chutney
- ◆ Hot Horseradish Sauce
- ◆ Creamed Horseradish Sauce
- ◆ Tartare Sauce
- ◆ Hollandaise Sauce

## SARAH'S PICKLES

- ◆ Pickled Onions
- ◆ Pickled Shallots
- ◆ Baby Onions in Balsamic Vinegar
- ◆ Sliced Beetroot
- ◆ Baby Beetroot
- ◆ Red Cabbage

## SARAH'S MUSTARDS

- ◆ English Mustard
- ◆ Wholegrain Mustard
- ◆ French Mustard
- ◆ Dijon Mustard
- ◆ Tewkesbury Mustard

## SARAH'S MAYONNAISE

- ◆ Traditional Mayonnaise
- ◆ Garlic Mayonnaise
- ◆ Hot Chilli Mayonnaise
- ◆ Blue Cheese Mayonnaise



\*ALSO AVAILABLE IN CATERING TUB SIZES! PLEASE CONTACT US FOR FURTHER DETAILS.



## WHAT OUR RETAILERS SAY

"We have replaced our previous range of preserves with Mrs Darlington's products and are absolutely delighted with the increase in sales we've seen".

THE ROYAL FARM SHOP, WINDSOR



"Mrs Darlington's outsells its nearest competitor in our shop 10 to 1'. It's the combination of unrivalled taste and value for money. Mrs Darlington's has developed an extremely loyal following - meaning we get great repeat purchase rates".

THE HOLLIES FARM SHOP, CHESHIRE



"Delighted to be a Mrs Darlington's stockist, our customers love the products especially the Legendary Lemon Curd".

STRIKES GARDEN CENTRE, NORTH YORKSHIRE

"A quality product at a reasonable price - we fill the shelves and the customers do the rest".

PARK HILL GARDEN CENTRE - ABERDEEN



"We stock a large range of Mrs Darlington's products - their chutneys, sauces, curds and preserves are all extremely popular with our customers".

PENPARCAU BUTCHERS, ABERYSTWYTH



SO, WHAT ARE YOU WAITING FOR? TO REQUEST A FREE SAMPLE CALL US ON +44 1270 250710 OR VISIT [WWW.MRSDARLINGTONS.CO.UK](http://WWW.MRSDARLINGTONS.CO.UK)





# STAY IN TOUCH

## SUPPORTING OUR RETAILERS

We have lots of information and ideas to help Mrs Darlington stockists, which are just a few clicks away on our website.

- ♦ Find advice on what the top selling lines are to stock
- ♦ Order Point of Sale or sampling materials
- ♦ Download recipe ideas for your customers
- ♦ Access detailed product information and answers to FAQ's

...and of course we're always just a phone call away if you prefer to speak to a real person! Our retailers views are very important to us, so please get in touch if there's anything you'd like to talk to us about.

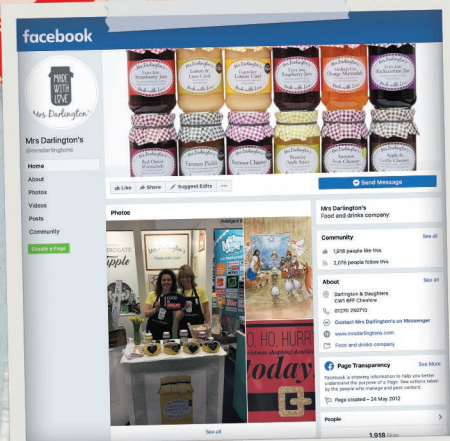


## STAY IN THE LOOP...

Like to stay in touch with the latest news from Mrs Darlington's? Then please just drop an email to [enquiries@mrsdarlingtons.com](mailto:enquiries@mrsdarlingtons.com).

That way we can make sure you're amongst the first to know about new products in the pipeline, new recipe ideas and new point of sale available.

You can also keep track of the most up to date news and events at Mrs Darlington's by following us on Twitter, Facebook, Instagram and Pinterest.



f "mrsdarlingtons" @mrsdarlingtons



CONTACT SARAH OR WENDY AT:  
 DARLINGTON & DAUGHTERS, LANCASTER FIELDS, CREWE, CHESHIRE, UK, CW1 6FF  
[WWW.MRSDARLINGTONS.COM](http://WWW.MRSDARLINGTONS.COM) EMAIL: [ENQUIRIES@MRSDARLINGTONS.COM](mailto:ENQUIRIES@MRSDARLINGTONS.COM)  
 TEL: +44 (0) 1270 250710 FAX: +44 (0) 1270 848616