



*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 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.

1985

Ladies from the local village, who already collected eggs on the farm in the mornings, stopped a little longer and helped Marion 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 33 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.

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 and as far afield as New Zealand, 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.



Audlem fête 1981



Back in the 1980's!



Our latest design



Marion with her daughters

## OUR PROVEN FASTEST SELLERS



WE SELL OVER 90 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! ★ 2020
- ♦ Lemon & Lime Curd
- ♦ Orange Curd
- ♦ Lime Curd ★ 2018

### JAMS

- ♦ Strawberry Jam ★ 2019
- ♦ Raspberry Jam ★ 2017
- ♦ Blackcurrant Jam ★★ 2018
- ♦ Damson Jam
- ♦ Morello Cherry Jam
- ♦ Plum Jam
- ♦ Rhubarb & Ginger Jam
- ♦ Apricot Jam

### MARMALADES

- ♦ Medium Cut Orange Marmalade
- ♦ Three Fruits Marmalade
- ♦ Orange & Whisky Marmalade
- ♦ Tangerine Marmalade
- ♦ Orange & Ginger Marmalade ★ 2019

★ "GUILD OF FINE FOOD : GREAT TASTE AWARD"

### CHUTNEYS & RELISHES

- ♦ Sweet Apple Chutney
- ♦ Beetroot Chutney ★ 2019
- ♦ Autumn Fruit Chutney
- ♦ Farmer's Pickle
- ♦ Red Onion Marmalade ★ 2017
- ♦ Caramelised Onion Chutney
- ♦ Spicy Tomato & Sticky Onion Chutney ★ 2020
- ♦ Ploughman's Pickle No. 7 ★ 2020
- ♦ Traditional Piccalilli
- ♦ Sweet Chilli Relish ★ 2019
- ♦ 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

**BEST PRESERVES BRAND**  
2019-2020  
Voted for by the readers of Fine Food Digest

VOTED BEST PRESERVES BRAND  
IN 2016/2017, 2017/2018,  
2019/2020 & 2020/2021 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!



# 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

- ◆ Mince with Brandy
- ◆ Christmas Preserve
- ◆ Cranberry & Orange Curd
- ◆ Christmas Chutney
- ◆ Bucks Fizz Marmalade
- ◆ Cranberry Sauce with Port
- ◆ Boxing Day Chutney
- ◆ Lemon Curd with Gin

## 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

"The fabulous range of jams, marmalades and chutneys have been a phenomenal success over lockdown, we are thrilled to be a Mrs Darlington's stockist".

HOLME FARM DAIRIES, LANCASHIRE



"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



"Sales of this range are super. They are such lovely quality and the recipe cards are hugely popular and inspire repeat purchases".

LOUND PLANT CENTRE, LOWESTOFT

"Appealing packaging, priced effectively. A great range with regular custom".

BUTTERCROSS FOODS, NOTTINGHAMSHIRE

"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
- ◆ 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.

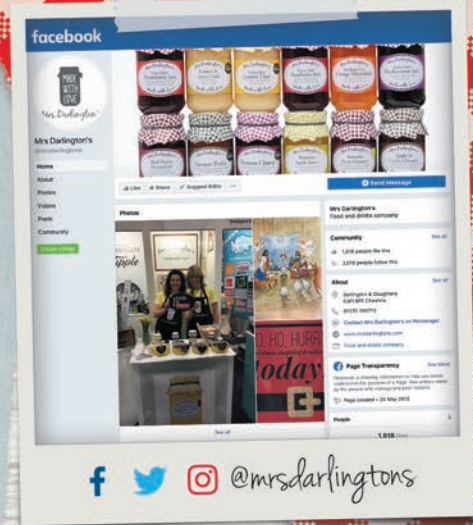


## STAY IN THE LOOP...

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 and Instagram.



GET IN TOUCH WITH THE MRS DARLINGTON'S TEAM:  
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