

Fraser Doherty

The Adventures of Jam Boy









Ingredients: Sugar,
Strawberries,
Redcurrants,
Blackberries,
Raspberries.

Prepared with 60g fruit
per 100g.
Prepared with 40g sugar
per 100g.

Homemade in the
UK using traditional
family recipes.

doherty's
PRESERVES



fruits of the
forest jam

Storage instructions:
Once opened, keep
refrigerated and use
within 3 months and
before can swell.
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227g (8.15 oz)

Gran's recipe

bears fruit as boy nominated for award



SPREADING THE WORD: Fraser Doherty has sold more than £1000 worth of his specially made jam and marmalade as far away as Hungary. *Picture: DANNY LA*

It's jam today

SELLING homemade jam is a hobby normally the preserve of pensioners at village fêtes or jolly farmyard markets.

But 15-year-old Fraser Doherty has blown raspberries at his rivals by trading more than £1000 worth of jam and marmalade through his own company.

Fraser, from Vivian Terrace in Davidson's Mains, launched Doherty's Preserves last December and sold his homemade jam door-to-door in the local area, as well as over the internet. Customers from as far away as Hungary have ordered his jams, including his popular Luxury Homemade Kiwi Fruit, Lime and Ginger Preserve.

Now young Fraser is aiming to become an award-winning businessman after being nominated for British young entrepreneur of the year.

■ **By ALAN RODEN**

branded jam with Fraser's company and he is now on a shortlist of five for the prestigious Enterprising Young Brits competition.

The Royal High pupil beat stiff competition from more than 1000 entries and will face the judges in a Pop Idol-style final next Monday in London. Chancellor Gordon Brown will announce the winner at an awards ceremony as part of the UK's first Enterprise Week.

Comedy

But Fraser isn't letting his success go to his head. Instead, he is investing all his profit into Doherty's Preserves and has also created four brand new companies.

"The idea for making and selling jam came from my gran, who taught me when I was young," he said.

"It's a special family recipe and I'm proud to be making it."

this money and everyone at school is jealous, but I'm putting it all back into the company. The competition will be a great experience and I really hope I can win."

Fraser's mini-empire includes Cool Cat Computing – a website design company – and Tabbyshar Clothing, which makes comedy T-shirts. He is also working on the launch of a new magazine for young entrepreneurs and has created Mac Sweeties, which will sell traditional Scottish sweets.

But it is Doherty's Preserves that has had the most success, even before the company reaches its first birthday.

Fraser offers his Luxury Homemade Fruits of the Forest Preserve, Luxury Homemade Marmalade and Lemon Marmalade for £3.95 a jar, including postage and packaging. His kiwi, lime and ginger preserve sells for £4.40 a jar.

The young businessman produces jams and marmalades to

was today hailed by business leaders in the Capital.

Tim Steward, chairman of the Edinburgh branch of the Federation of Small Businesses, said: "I'm delighted that a young Scottish lad is leading the field and showing the world that Scottish entrepreneurial values are being revived."

Bill Furness, chief executive of the Edinburgh Chamber of Commerce, added: "The enterprising activities that he has engaged in while still at school are very impressive and I am sure they will give him tremendous experience."

Inspiration

The Enterprising Young Brits competition is part of the Make Your Mark – Start Talking Ideas campaign, which recognises young people who have turned their ideas into reality.

Kevin Steele, competition organiser, said: "The quality of the entries was exceptionally high. Fraser's story is a great

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HOME



Teenager's home-made jam to earn him pots of money

David Lister
Scotland Correspondent

A teenager who boosted his pocket money by selling home-made jam has had to move production out of his parents' kitchen after winning a supermarket deal.

Fraser Doherty was 14 when he started bubbling up vats of jam from his grandmother's recipe book and selling them to friends and neighbours after school. Within four years he was producing up to 1,000 jars a week from his parents' home in an Edinburgh suburb.

Now he is being credited with reinvigorating an old-fashioned market with his imaginative range of products, including kiwi fruit, lime and ginger preserve and lemon marmalade.

His contract to produce 120,000 jars for Waitrose, thought to be worth six figures, means that his parents will no longer be asked to label jars and taste new recipes, with production moving to a small factory in Herefordshire. The range, to be called SuperJam, is expected to sell for £1.49 a jar in 130 stores.

Mr Doherty, now 18 and studying business and accountancy at Strathclyde University in

recipe for marmalade that had been handed down through generations of the family. With her help he began to invent his own unusual jams, selling them door to door in Edinburgh, but also supplying farmers' markets, delicatessens and even Hibernian Football Club.

In 2004, when he was 15, he so impressed a panel of business experts that he was given an Entertaining Young Brit award by Gordon Brown, the Chancellor of the Exchequer.

Traditional jams are made of up to 80 per cent sugar, but Mr Doherty, whose company is called Doherty's Preserves, has developed a healthy alternative, using grape juice instead of artificial sweeteners or sugar. He said: "I wanted to

£89m

The market value of jam that was sold in Britain in 2004

Source: Times database

make jam in as healthy a way as possible. Traditional jam is quite unhealthy. It is boiled in huge pans so it has no nutritional value, whereas my jam is much more healthy.

and completely re-invent it, giving it a young and more up-to-date image."

Mr Doherty's father, Robert, said that he would miss the sight and the commitment of the jams being made in the family home, and in Davidson's Mains, Edinburgh. "For a long time now, Fraser has taken over our kitchen to experiment

with new recipes and to up his jam orders. When in the kitchen none of us can get in, unless we prepared to help. Even if we end up getting roped putting labels on the jars."

Top recipes from the best chefs
timesonline.co.uk/recipes

37/SC1

Daily Mail, Thursday, November 11, 2004

Family recipe helps Fraser, 15, launch thriving

online business



Other: Susan Doherty

long been seen preserve of elderly who sell their at local fetes or markets.

15-year-old entrepreneur Fraser Doherty has he homemade jam a modern makeover into a thriving 'e-business'.

From Davidson's Edinburgh, launched a Preserves last December recipes taught to him and mother Susan.

ted out selling door-to-door, was soon taking orders Internet.

ers from as far away as have since ordered his including his popular Homemade Kiwi Fruit, and Ginger Preserve.

ian football club has ered into negotiations company to produce an 'Hibs FC' brand.

te enterprising teenager, products featured y on the UKTV Food el and were highly ded in the BBC's Good

Sweet taste of success for teenage jam tycoon

By Christina Stokes

Food magazine, is in the running for a prestigious business award.

The Royal High School pupil beat more than 1,000 contenders to make the final shortlist of five for the Entertaining Young Brits award.

He will face the judges in a Pop Idol-style final next Monday in London, and Chancellor Gordon Brown will announce the winner as part of the UK's first Enterprise Week.

But Fraser isn't letting his success go to his head. Instead, he is putting his profits - more than £1,000 so far - back into Doherty's Preserves and other ventures.

He said yesterday: "The idea for making and selling jam came from my gran, who taught me when I was young. It's a special family recipe."

"The competition will be a great experience and I really hope I can win."

Fraser offers his Luxury Homemade Fruits of the Forest

Jampot of gold

Grandmother's recipe helps student savour the sweet smell of success

Fruity: Young Fraser cooks up a major retail deal



HE started off making jam in his parents' kitchen

Daily Mail Reporter

for his original jam products in 2004, added: "I'm really excited."

Page 37

online business



Pots of money: Fraser Doherty has already made more than £1,000

Mini moguls

They've swapped carefree youth for a head start in the material world - meet four teenagers with big plans

By Alice Willie

Fraser Doherty

BACK IN THE MID-1960s A GAWKY teenager from South London who did not excel at school developed a national magazine. Student, at the tender age of 16, by 17 he had set up a student advisory service and when he was 20 he founded his first company. That was Virgin, so named because of Branson's lack of experience. Today he is the ninth richest person in the UK, with a personal fortune of around £1 billion.

It pays to start young, and a growing number of people in Scotland are following in Branson's footsteps by pursuing their business dreams in their teens.

"The number of young people that we help each year is increasing," says Mark Smithwick, chief executive of the Prince's Scottish Youth Business Trust (PSYBT). "I think this is because of the growing belief that entrepreneurship in Scotland works. Young entrepreneurs have some fantastic Scottish role models and young people are an asset to industry. They are imaginative and prepared to take risks."

Through organisations like the PSYBT, Young Enterprise Scotland and Young Scot, there is a strong support network available to young people looking for advice and financial backing to start up in business.

"Teenagers are becoming more aware of the support that is available to help them realise their business dreams, and financial backing isn't as difficult to obtain as it once was," says Della Martin, the chief operating officer at Young Enterprise Scotland. "Going into business teaches a young person so many skills, from communication to management. It's the whole package."

There are plenty of teenagers with the skills and ambition to succeed in business. We tracked down four of Scotland's most talented young businesspeople to ask them how it feels to be teen tycoons and when they plan to make their first million.



Order book is jam-packed Fraser wins supermarket o

120,000-jar contract for preserves created in parents' kitchen

JANE BRADLEY

HE started off making jam in his parents' kitchen from a recipe passed down to him by his grandmother.

Now 18-year-old Fraser Doherty has clinched a 120,000-jar contract with a major supermarket.

Fraser, who hit success with his business Doherty's Preserves when he was just 15, is to supply his sugar-free 'SuperJam' to 130 Waitrose stores across Britain from next month.

The Edinburgh teenager, who recently started his first year of a business and accountancy degree at Strathclyde University, is believed to be one of the youngest suppliers ever to provide goods to a UK supermarket. He hopes his company could corner five per cent of the £90 million-a-year jam market within the next five years, netting around £4.5m in retail sales.

His secret recipe uses grape juice to sweeten the fruit - in



MEET THE SUPPLIER
FRASER DOHERTY
18-YEAR-OLD JAM ENTREPRENEUR

"The idea behind SuperJam was to make the healthiest jam possible. We use grape juice to sweeten the products as opposed to sugar and because we use 'superfruit', which are famous for their health giving properties, it gives an added dimension. SuperJam has fewer calories, less sugar and a lower Glycemic Index than other preserves."

"It was amazing when I got the Waitrose contract at the end of last year. The scale of production was going to be too large to continue working from home so I moved production to a small factory in Handforth."

I set up a month to oversee production. The factory uses great 500g jars so we have been able to ensure that the jars taste the same as those I was making at home. A lot of preserves are made in two-tone jars, but what fruit is bottled in such huge quantities all the materials are destroyed. Currently we produce three flavours: raspberry and cranberry, blueberry and blackcurrant, and rhubarb and ginger. I am looking into the possibility of mint and making preserves using other superfruits, perhaps pineapple, perhaps, although that's quite a tricky fruit to work with."

"For me the best bit so far has been going to the factory and seeing SuperJam being produced for the first time. Visiting Waitrose and seeing the jars on the shelves was also hugely exciting. The most difficult has been perfecting the jams. Waitrose only sells the best products so I had to make sure mine were just right."

"I own the business and am keen to remain control. If I start letting other people in their morals might be different to my own, but I'll see what happens in the longer run. I'm currently in my first year at Strathclyde University in Glasgow studying business and accountancy, which is not easy when running a company at the same time, but I manage. I have a social life as well as the future, say for example, I would like SuperJam to be a household name, and I'd like perhaps to start breaking into international markets and possibly be selling a range of products."



Jam-packed with hopes for the future

TEENAGE entrepreneur Fraser Doherty proudly presents his sugar-free jam that has gone on sale at 130 Waitrose stores across the UK. The 18-year-old from Edinburgh clinched a 120,000-jar contract with the supermarket after starting his business by making the jam in his parents' kitchen.

Fraser, who recently started his first year of a business and accountancy degree at Strathclyde University, is believed to be one of the youngest suppliers ever to provide goods to a UK supermarket.

He hopes his company could corner five per cent of the £90 million-a-year jam market within the next five years.

Pots and pots of enterprise

SATURDAY INTERVIEW

FRASER DOHERTY

He's always had his 'little projects', but it's jam-making he's really got his teeth into, discovers Mark Williamson

FROM the outside of Fraser Doherty's home in the genteel Edinburgh suburb of Dalrymple, there is nothing to suggest that anything remarkable may be going on inside.

But, in the confines of a kitchen that is compact enough to make producing a dinner for four in it a challenge, Doherty performs something approaching the miraculous on a daily basis.

For the kitchen is the nerve centre of a jam-making business that, in the space of four years, 17-year-old Doherty has grown to serve customers across the UK.

At peak times, a thousand jars of jam are produced weekly by Doherty, who can find himself putting in 16-hour days while other teenagers are free to focus their attention on such burning issues as what to wear and who to go out with.

Doherty is the kind of singular tale of entrepreneurial precocity that would warm the cockles of Scottish ministers' hearts, so desperate are they to boost the country's laggingly business birth rate.

His endeavours were judged to be so remarkable by a panel of business experts that Doherty was awarded the Enterprising Young Brit award by Gordon Brown, chancellor of the exchequer, in 2004, when he was aged only 15.

In the ensuing months, Doherty has become a veteran of the awards circuit, appearing on the red carpet as a member of the House of Commons, and being invited to give the opening address at the annual awards ceremony at the Royal Albert Hall.

These included Hibernian Football Club, which bought a share in the club's youth academy, and the Glasgow City Council, which bought a share in the council's youth academy.

The response was good enough to earn Doherty a place on the list of winners of the annual awards ceremony at the Royal Albert Hall.

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TASTE OF FAME: Fraser Doherty's jams won a TV tasting, at which point orders boomed, and after press coverage went 'into the stratosphere'. Picture: Peter Doherty

field as Cornwall. When the Enterprising Young Brit award came his adoring full-page spreads in London newspapers, the business "went into the stratosphere".

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2 TUESDAY, MARCH 27, 2007

Weather



Scotland today: Mist and low cloud may persist along some eastern coasts. Otherwise, it looks set to be a fine day across Scotland with some decent spells of sunshine. Feeling fairly mild with light south-easterly winds. Max temp 11-14C (52-57F).

SUN & MOON

	Rises	Sets
Sun	6.58am	7.39pm

SWEET TASTE OF SUCCESS

Modern-day Logie Bairds - the comparison to the Scottish inventor of the television, John Logie Baird, led to two young entrepreneurs, Fraser and Paul, the Prince's Scottish Youth Trust at an awards ceremony in Glasgow recently. Doherty and Paul Sommerville, the three winners of the top prize, the Biggart Baillie Innovation Award, a joint initiative between the law firm, Biggart Baillie, and Science Centre, to recognise the most inventive minds. Fraser, 18-year-old Fraser made news by becoming one of the youngest ever to strike a deal with a major company, part of the John Lewis chain, has sold his SuperJams in 130 stores.

Fraser and Paul with their awards.

East Kilbride-based Paul's winning idea is a new type of baby monitor which offers a unique way of monitoring the movement, temperature and breathing of babies while they sleep. The pair were joined on the winners' rostrum by Perth-based Tanya Ewing, who won for her eco-friendly Exogoo, a monitor that can show, in real time, how much electricity, water and gas is being used in the home or business. The awards were presented by Richard Emmanuel MBE, best known for founding one of the first mobile phone stores, DX Communications - who said that belief was the constant which had carried him from his first shop in Govan to create his mobile phone empire. Richard is one of the high-profile entrepreneurs and celebrities who evangelise the work of the PSYBT, as PSYBT ambassadors.

Continued on page 6

Fraser's the toast of jam world as spreading empire to hit £1m

Schoolboy's pocket money idea flies off supermarket shelves

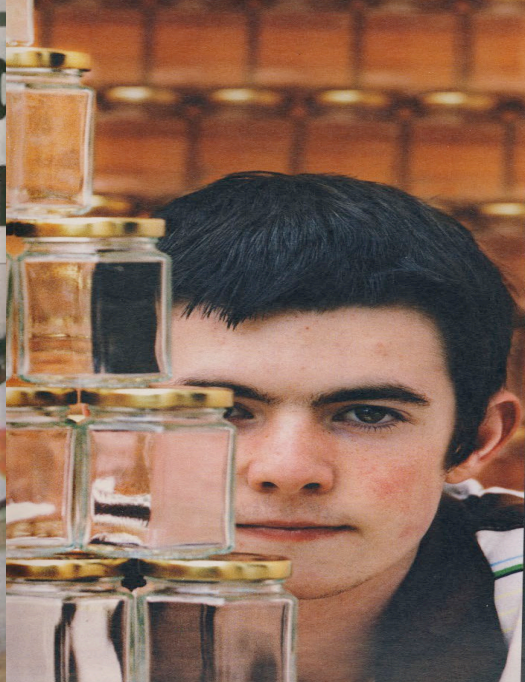
HAZEL MOLLISON

started off as a way of making a little extra pocket money for entering schoolboy Fraser Doherty. Now the teenager - who perched Waitrose to sell his home-made jam - is on track to be making a £1 million business before he leaves university. His home-made preserves are flying off the shelves at stores across the country. Shoppers attracted by the idea of a healthier alternative to traditional jams have been snapping up tens of thousands of jars. The secret of Fraser's jams is that they are made to his grandmother's traditional recipe, but with grape juice as a sweetener instead of sugar. Sold under the brand name per/Jams, their minimalist labels are designed to appeal to younger buyers, and their ingredients include so-called "superfoods" such as blackcurrants, blueberries and ginger. Such has been their success,

It's done a lot better than I expected... the difficult thing is reducing enough"

FRASER DOHERTY

at Fraser, now 18 and studying business and accountancy at Rathclyde University, is looking to switch to part-time study in



Scottish teenager Fraser Doherty's sugar-free jams are winning admirers, including Gordon Brown

Mall, Saturday, July 8, 2006

81

My jam-boree

Now granny's secret recipe for healthy preserves made Fraser Doherty flavour of the month with a top supermarket



Page 40

SWEET DEAL: Fraser Doherty booked a place at the

a bigger factory and spending more time there.

"I think people are looking for something a bit healthier, and it's more fun and modern. It appeals to people who might not normally buy jam."

The teenage businessman

up a business and really believe in it. points when I thought never be ready to shelves."

Fraser started selling door to door when he made extra pocket money

...of jam is just another step towards building his empire

Fraser Doherty is a jammy so-and-so. Having just sat his Highers, the 16-year-old winner of an Enterprising Young Brit award is now up to his elbows in fresh fruit and sugar as he builds up a stock of jams and preserves for a stall at the Royal Highland Show later this month. "The other day I made 300 jars, which is quite hard work," he says. But he reckons it's worth the effort. "I expect to sell 2,000 units, which is something like £3,500 or £4,000."

Doherty has been a dab hand as a salesman for as long as he can remember. "I was always selling things to other kids, such as sweets in the playground." At the age of 12 he started work as a "bacon boy", going door-to-door near his home in Edinburgh and selling prime cuts of pork out of a bucket. He was so good at it that after 18 months his employer took him away from frontline duties to teach other teens how to do it.

It was the setting up of his own business, Doherty's Preserves, in 2003 - after his granny showed him how to make orange marmalade - that really put him on the map. Now he's branched out into chutneys, dessert sauces and even honey. "I'm quite good at cooking and things," he says without a hint of boastfulness.

He doesn't want to be known as a chef or a salesman, preferring to describe himself as an entrepreneur, like his hero Richard Branson. It's a bit of a problem at school when it comes to career advice: "They don't recognise it as a career option. I don't know whether I'm supposed to go to university. There's nobody telling me."

'Hibs fans buy my jam to give it to Jambo friends'

Not that he needs advice. He has a clear vision of what he wants to do - and why. "I want to find opportunities to provide for people's wants," he says. "I don't do it so I can buy a house or a car. I do it for the satisfaction. I don't get a buzz out of having money or buying expensive things. I don't care what brands my clothes are."

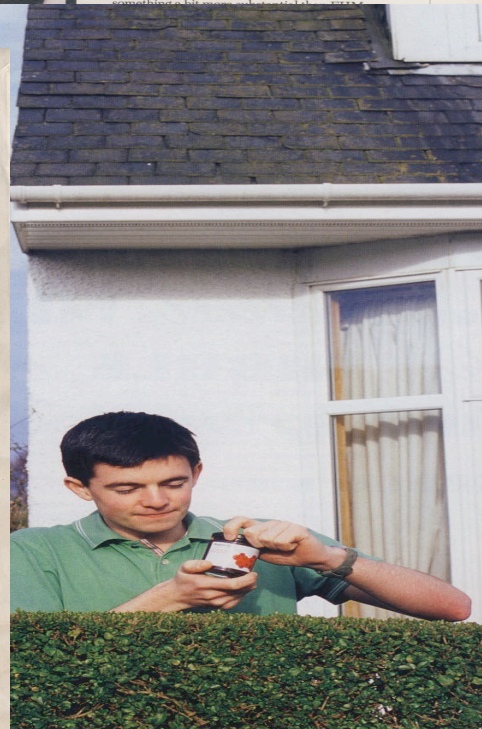
Doherty, it's fair to say, isn't your average Scottish adolescent. He doesn't watch much TV (apart from the odd business programme), he's not too keen on sport, and he has this idea about starting a magazine for young people that offers

14 THE SUNDAY POST/ July 2, 2006

It's all thanks to his gran's secret marmalade recipe



You jammy so-and-so!



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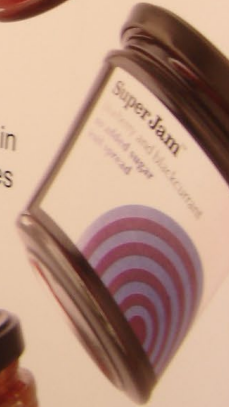
Super Jam

No added sugar
'Super Fruit' spread

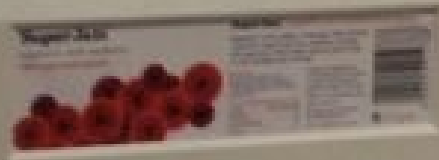


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SUNRISE

7:23



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+ 스트로베리 3병

자동주문 2번

블루베리
& 블랙커런트 3병
+ 라즈베리 3병



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+ 스트로베리 3병

자동주문 2번

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& 블랙커런트 3병
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>> 4166 최유라쇼는 정말 참을수가 없어요~~먹거리 방송 대박♡



親が才能発掘! 世界の子ども 環境教育
小・中学生の学習 ヒント 与えた 父の言葉

この卵 ニワトリに育てたい!



親が才能発掘! 世界の子ども 個性開発
14歳がやんだ! ヒントも父の言葉













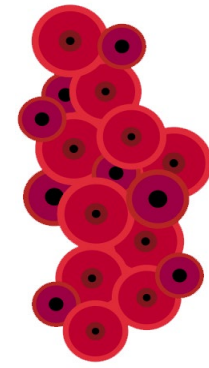
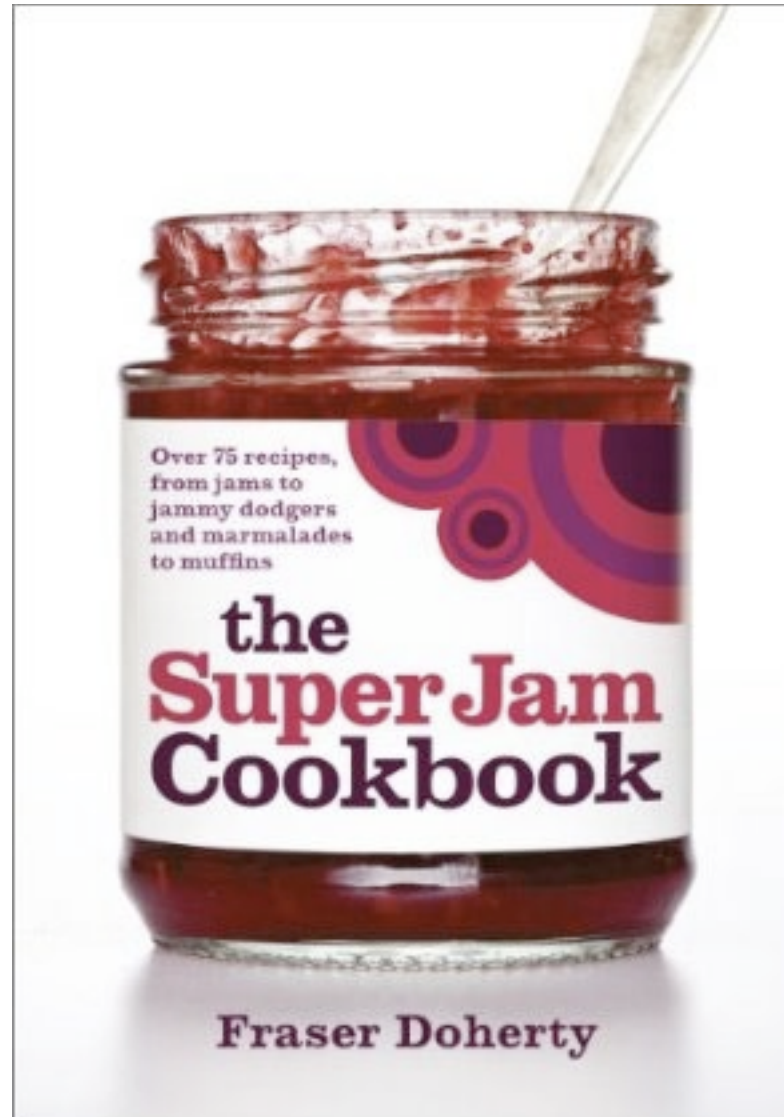




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'An amazing story'
Thomas Barnatyn

Super Business

How I Started SuperJam
from my Gran's Kitchen

My Guide to
Starting a
Business, Having
Fun & Having Good
Along the Way

Fraser Doherty



Super Business

How I Started Super Jam
from my Gran's Kitchen

スーパージネス



それはおばあちゃんのレシピからはじまった

Fraser Doherty


フレイザー・ダハティ

Kaoru Ozuka

大美賀馨



毎日新聞社



한 나라로 세상에 뛰어든 청년 창업 이야기 슈퍼잼 스토리

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(한국경제) (서울경제)가
주목한 비즈니스
성공 스토리!
★★★★★

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슈퍼잼 스토리

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세계를 이끄는 젊은 사업가 프레이저 도허티!
"가장 혁신적인 사업의 열쇠는
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맥주, 커피, 잼 등 가장 평범한 아이템으로 글로벌 브랜드를 만들어
무일푼에서 100억대 자산가가 된 젊은 사업가의 족집게 창업 수업!

(포브스)
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세계를 이끄는
젊은 사업가

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'Fraser's approach to starting a business
can help anyone get their ideas off the ground'
Jerry Greenfield, co-founder of Ben & Jerry's

48 HUR START- UP

FROM IDEA
TO LAUNCH
IN 1 WEEKEND

FRASER DOHERTY MBE
Founder of SuperJam and co-founder of Beer52



This month: **Beers of the World.**
8 beers, Ferment magazine and 2 snacks.

Craft beer discovery club

- ✓ Exclusive, small-batch beers.
- ✓ Selected by experts.
- ✓ Includes UK's No.1 craft beer magazine, Ferment.
- ✓ Discover tasty artisan snacks.
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#1 beer club globally

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Our Mission

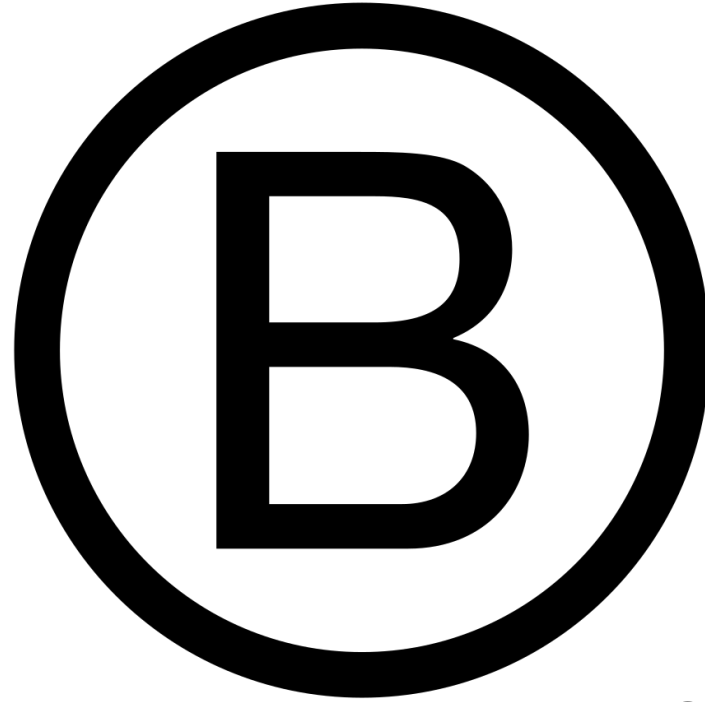
***to foster a community
that discovers and
supports the world's
best craft producers***



Discover the world

Sourced directly from producers
Unique products
Cool designs
Awesome taste

Certified



®



Corporation





Founded in 2013,
we set out to create a monthly
club dedicated to tasting the
world's most exciting beers
and telling their stories
in our magazine,
Ferment.



The
early years



During the pandemic,
we became one of the UK's
fastest-growing companies,
reaching 2.5m customers, £40m
turnover and a team of over 100.

The
crazy years



Our Edinburgh HQ



In 2021, we launched Wine52, a revolutionary concept within the tired world of wine clubs, taking our members to a new wine-growing region each month, from just £36 per month.

Powered by sophisticated direct sourcing of beers and wines, combined with machine learning, our concept delivers the category's highest-performing offer.



The
evolution years

There's a world of beers out there...

Where we've
recently been

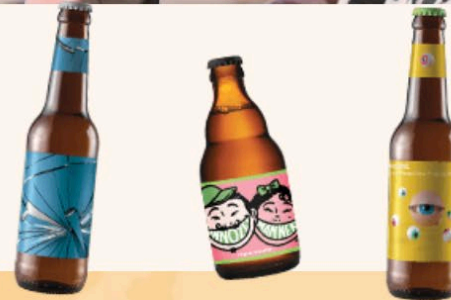


This month

The Hops Project

The Hops Project by Chris J J Heaney. We explore a variety of hops from around the globe and look at how terroir impacts the flavours.

Join us



Watch out for this
month's exclusives!



[← Back to my orders](#)

Rate my beers

Korea / 10M Mixed Pack 10

748
POINTS



Beer52
One Day

+2
POINTS



Magpie Brewing Co.
Daydream Oatmeal
Pale

+2
POINTS



Amazing Brewing
Seongsudong
Pale

+2
POINTS



Wild Wave
Brett IPA

+2
POINTS



Beer52
One Day

How do you rate this One Day?





Our Values

adventure





Our Values

impact

Our Values

action



Our Values

evolution



Karl Wiseman
1 review



Great compa
Always had a
issues (courie
guys in the of
them, but as



Neil Hamilton
1 review



5 Star custor
I have been a
love the beer
I have never had any issues/problems until this
month. However when I spoke with the guys they
were extremely accommodating and got the issue
rectified unbelievably quick. I was compensated
without hesitation...take note other beer retailers this
is how customer service is done, keep up the good
work folks!



Haydn
2 reviews



Published 6 days ago

Perfect customer service sorted out a ...

Perfect customer service sorted out a problem fast
and efficiently. Done more than enough to satiscife
the situation.



Ian Porter
2 reviews



Published 7 days ago

Issue dealt with quickly

I had an issue with missing contents of my monthly
box - it was rectified without question when I
explained that unfortunately, due to the quality of
the product, I had already consumed, and recycled
the packaging of, the contents :-)



Simon L
2 reviews



Published 04 October 2017

Excellent Service

Contacted Beer52 with regard to a couple of issues
regarding promotional offers. The level off customer
service I received was nothing but exceptional.
Nothing was too much trouble, email responses



Claimed profile

Beer52

Reviews 87,806 • 4.4

Brewery



Justin Grant
1 review



Published 29 September 2017

Friendly customer service

Friendly customer service, fast delivery, and
excellent beer. I am glad I found Beer52.



Simon
Rockman
2 reviews



Published 28 September 2017

Good beer.

Good beer.
Great Customer service, the only problem is
stopping my sons from drinking it.



Kevin Louth
1 review



Published 28 September 2017

Always been really impressed with the ...

Always been really impressed with the folks at Beer
52. Whenever I've had a question or issue, they've
been quick to respond and fix it. Excellent selection
of beer too.



Neil Tipton
1 review



Published 05 October 2017

Fantastic beer subscription service

I never regretted joining Beer 52, it is a fantastic
service not only giving you good quality fresh beer
straight from the brewer but also new exciting beers
some brewed just for the club!
Rarely get issues but when I had one recently it was
dealt with swiftly, professionally with great
communication.
I was a craft beer virgin when I joined now I am
hooked on the sheer quality and range available.
The FERMENT magazine gives you in depth
information on the brewer, where they are from, who
they are and what they are about.
Delivery information is clear and tracking works well,
you can easily defer months if you are away or
having trouble keeping up with supply.
I go for the extra 2 bottle package which is good
value.
If you love beer give them a go - I strongly
recommend them!
Keep up the good work!



Graham
Silander
1 review



Published 04 October 2017

If you're looking for a monthly delivery of good
quality beers then I'd strongly recommend Beer52
A fantastic way to get interesting craft beers.



Published 05 October 2017

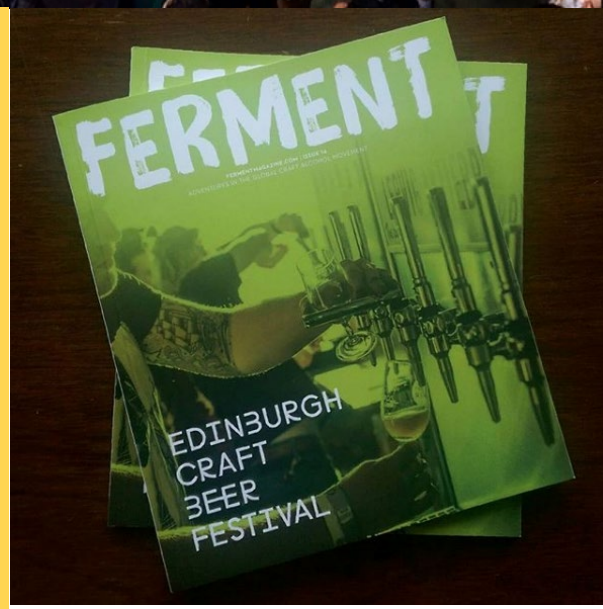
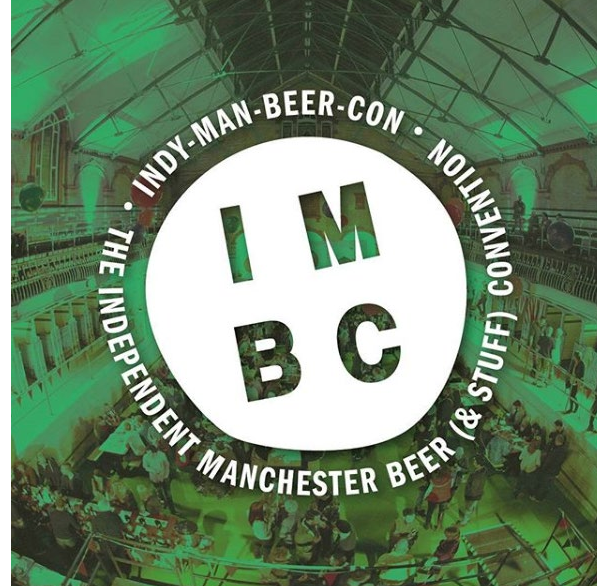
ng put a positive experience with
ever had an issue then the
e i recieve is brilliant and they are
the issue and throw in some extras.
re is always of a good quality and
fferent.



Published 05 October 2017

more
ent company that delivers great and
s from all over the world direct to
your door, alongside a snack and an informative
magazine.
Their customer service team are friendly and really
helpful and any issues are resolved quickly.
If you like real craft beer I would totally recommend
you give them a go!





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ADVENTURES IN THE GLOBAL CRAFT ALCOHOL MOVEMENT



The Balkans

Discover your new favourite up-and-coming craft beer region, and meet the brewers putting it on the map



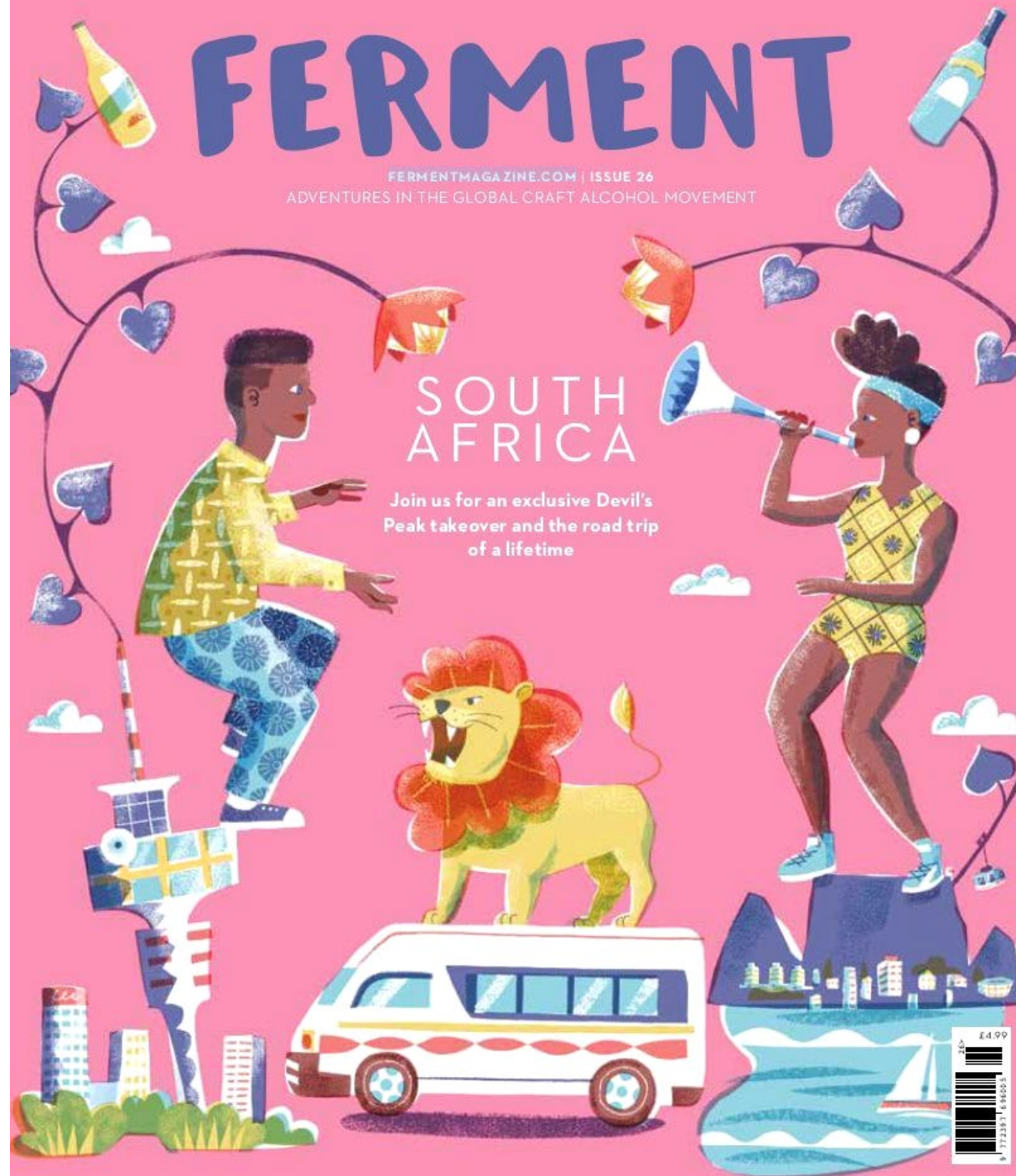
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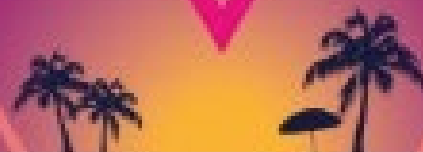


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FIRESTONE WALKER

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plus Sierra Nevada, Stone, Mikeller,
Modern Times and more



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Oktoberfest

Grab yourself a maß and celebrate all that's great about
modern German beer culture





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ADVENTURES IN THE GLOBAL CRAFT ALCOHOL MOVEMENT



BEER & FOOD

FEED YOUR SOUL WITH THE
UNIVERSE'S GREATEST DOUBLE-ACT



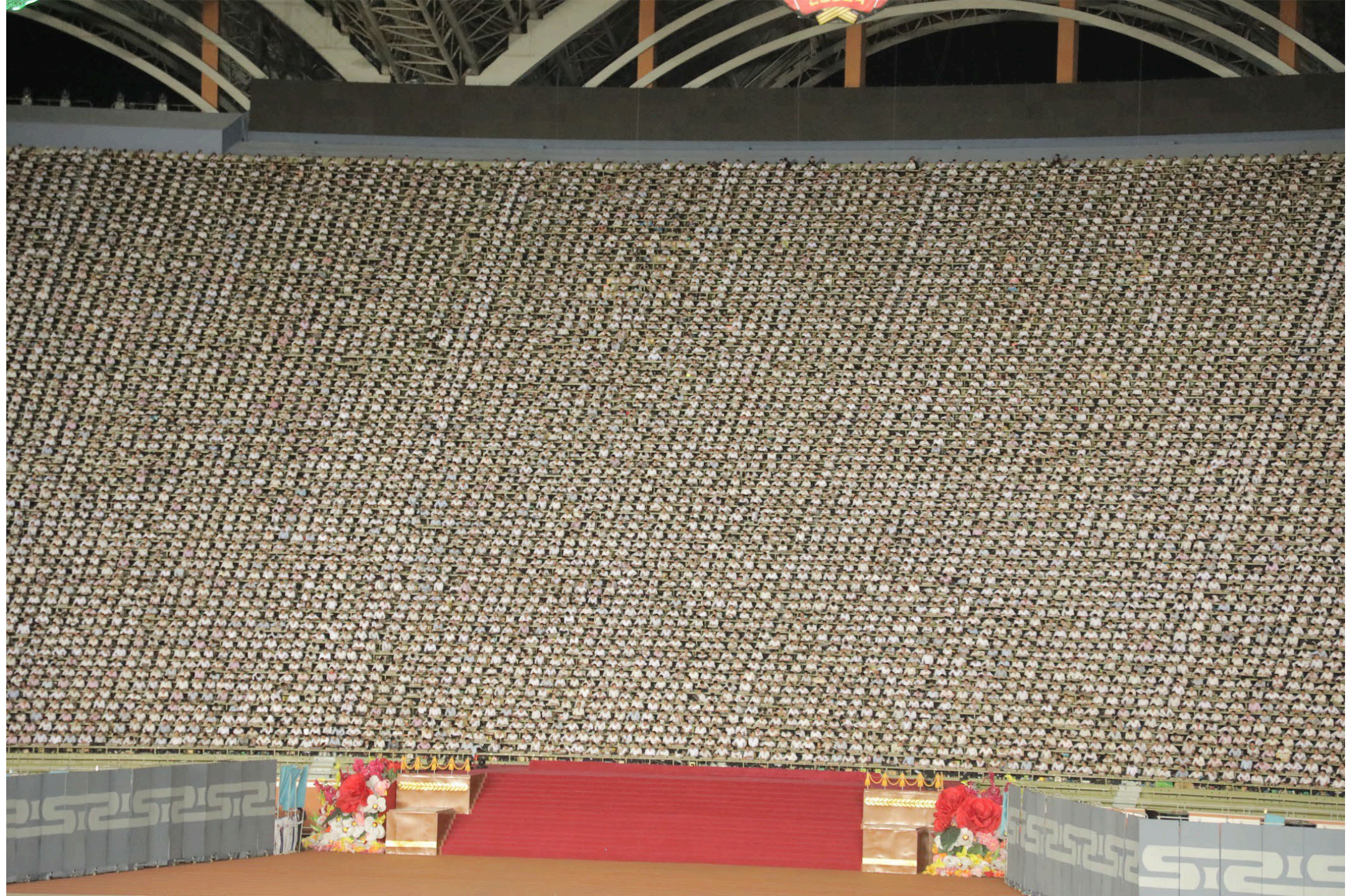


당과혁명대오의일심단결을더욱강화하

조선민주주의인민공화국

인민공화국만세!





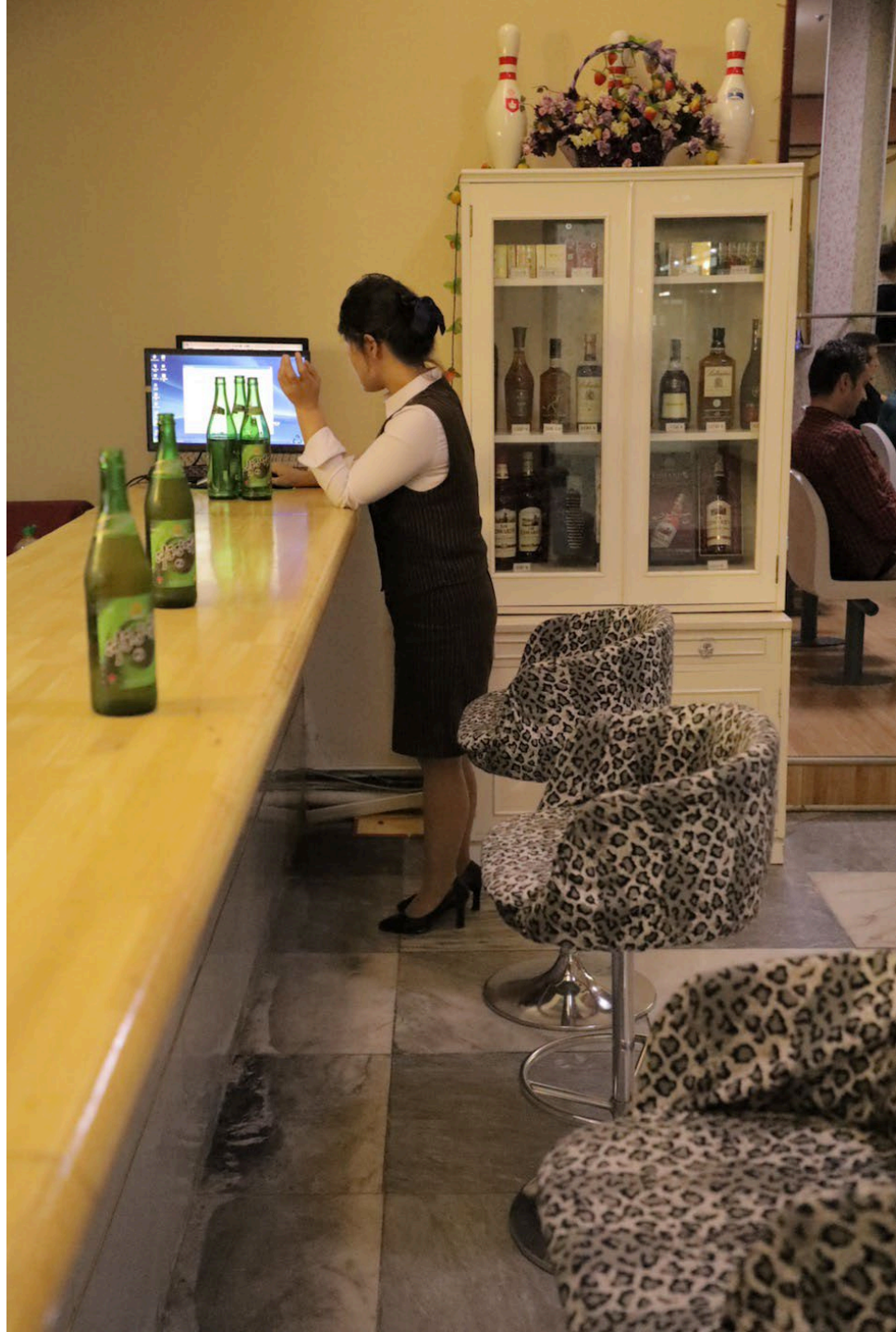






















Transport
for London

BEER52



BEER52

WINE52



BEER52

WINE52

The craft beer Tube map



Ude map transport for London



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- ✓ Try exclusive wines each month.
- ✓ Hand-selected by our experts for you.
- ✓ Supporting independent winemakers.
- ✓ Glug magazine & 2 artisan snacks.
- ✓ Customise to your preferences.

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WELCOME TO VENETO

Veneto is a region steeped in history and tradition, boasting a winemaking heritage that dates back to the Roman era. Its diverse geography, ranging from the fertile plains of the Po Valley to the rugged hills of Valpolicella and the volcanic soils of Soave, provide a unique canvas for creative viticulture, with a wide array of grape varieties, each contributing to the region's rich oenological portfolio.

The region is perhaps most famed for its Prosecco, of course, though this global phenomenon is neither the beginning nor the end of wine culture in Veneto, for those prepared to explore. The area is home to the rich and complex Amarene della Valpolicella, a dry red wine known for its robust flavour, and the sweet Recioto. Indigenous grape varieties like Garganega, the cornerstone of Soave wines, and Corvina, pivotal in Valpolicella blends, are nurtured in Veneto's unique climate and soil, making this region's story far greater than its famous sparkly baby.

Socially, Venetians are known for their strong sense of community and pride in their regional identity. This is evident in the preservation of the Venetian language, still spoken by many, and the enduring popularity of local crafts, such as glassblowing from Murano. The blend of historical preservation with a forward-looking spirit makes Veneto a region where tradition and modernity coexist harmoniously, creating a vibrant and dynamic culture that is uniquely its own. 🍷





WINERY PROFILE

AGRESTI VINI

Agresti Vini stands as a unique testament to the intricate dance between tradition and innovation that goes on among the region's winemaking families. Riccardo Agresti and his cousin, also Riccardo Agresti, great-grandsons of the family patriarch who lent his name to the winery he founded in 1930, are part of the latest generation steering the company towards a future as rich and vibrant as its past.

The Agresti cousins invite us to tour their facilities, starting with their extra virgin olive oil production—a central part of the company's heritage and a living tribute to the labour of generations past.

Walking into the pressing facility is akin to stepping into a time machine, with a gallery of family photographs adorning the walls. Every generation is represented, frozen in time amid the stainless steel and machinery that have formed the backdrop to their lives. As the Agrestis

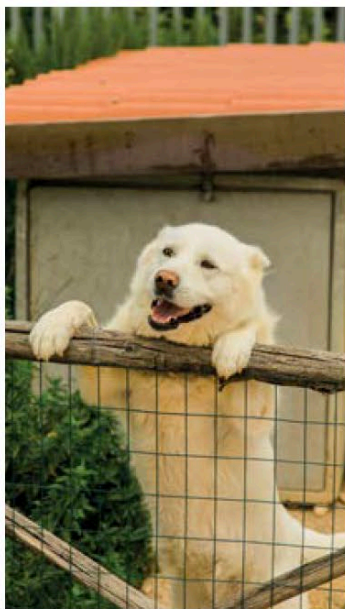
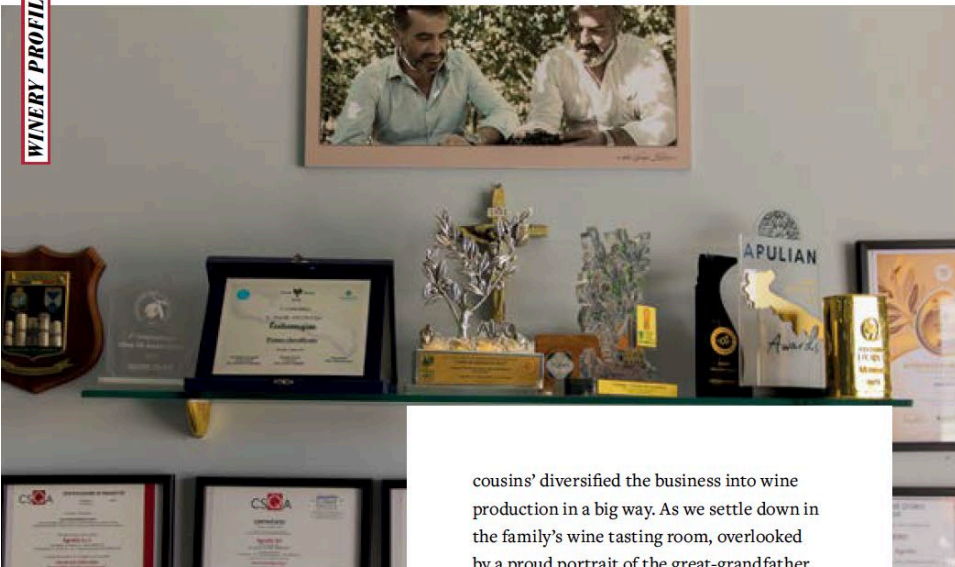
share stories behind these pictures, it is clear that each year's harvest is more than a commercial pursuit to them; it is a cherished family tradition and a rite of passage that binds them to the land they love.

However, the Agrestis are not just custodians of the past; they are visionaries shaping the future. This is evident when they take us to their recently constructed anaerobic digester, a short drive from the pressing facility. It's here that the by-products of olive oil production are transformed into renewable energy, reflecting the family's commitment to sustainability and innovation. The organic material left over at the very end of the process is used as fertiliser for the family's vegetable garden—so nutrient-rich is this mulch, that the cabbages grow to epic proportions.

Although olive oil is still an important part of their operation, it was during the 80s and 90s that the generation before the

PHOTOGRAPHY • ZSOLT STEFKOVICS





cousins' diversified the business into wine production in a big way. As we settle down in the family's wine tasting room, overlooked by a proud portrait of the great-grandfather and joined by one of their winemakers, we are treated to a tasting of their famed Trebbiano.

Known as Ugni Blanc in France, it has been grown throughout Italy for centuries. Its dual role in wine and brandy production, particularly in the creation of the renowned Cognac and Armagnac, has cemented Trebbiano's place in viniculture history. On the nose, it carries fresh aromas of citrus and pear, intertwined with a faint floral undertone. On the palate, its pleasant, soft fruitiness is balanced by a lively acidity.

The winery's unique location gifts Agresti Vini's vines with a temperate climate—comfortable and mild during spring and autumn, with cold winters and moderate summers—ideal for grape cultivation.

The family has earned a reputation for producing wines with a distinct local character, a testament to its deep roots in the Murgia region. This area, renowned for its predominantly clay and sandy soil over a deep limestone layer, forms the bedrock of their vineyards. Spread across



the cities of Andria—particularly the area below the Castel del Monte, Canosa, and Minervino Murge, the vineyards are beautifully positioned at altitudes between 250 and 400 meters above sea level.

With each generation finding their own way to make a mark on the company, the story of Agresti Vini is one of parents passing on tradition to their children and them in turn honouring the past while finding innovation for the future. Bidding us farewell, the cousins generously pack our bags with their wines, olive oil and traditional Puglian Taralli savoury biscuits for the journey home, urging us to return for the harvest party later in the year. 🍷

Pizzicarella

ABV **14.5%**
Savour at **16-18°C**
Grapes **Nero di Troia**



30 MIN

TASTING NOTES

A high quality grape from the 'heel' of Italy, Nero Di Troia is a deep red colour, giving violets, red and dark fruit on the nose and oak, leather and chocolate on the palate. Soft and velvety, the use of oak balances the tannins in this complex wine.



Dudek

ABV **12%**
Savour at **7-8°C**
Grapes **Trebbiano**

TASTING NOTES

Vibrant and aromatic with distinctive floral and citrus character—pretty and inviting. The palate is fresh and incisive with grapefruit, preserved lemon and white flower characters, good concentration, and mid-palate weight leading to a tangy finish with crisp acidity. Very versatile wine but excellent with simple fish such as grilled plaice or on its own well chilled as an aperitif.



Leucasia

ABV **11.5%**
Savour at **7-10°C**
Grapes **Malvasia**

TASTING NOTES

A delightful and invigorating wine. Its aromatic profile bursts with the essence of gooseberry, while the delicate scents of honeysuckle and jasmine add a captivating floral allure. The wine's freshness is both crisp and rejuvenating, making it a perfect companion for many occasions. Its harmonious blend of fruity and floral notes creates a beautifully balanced wine.



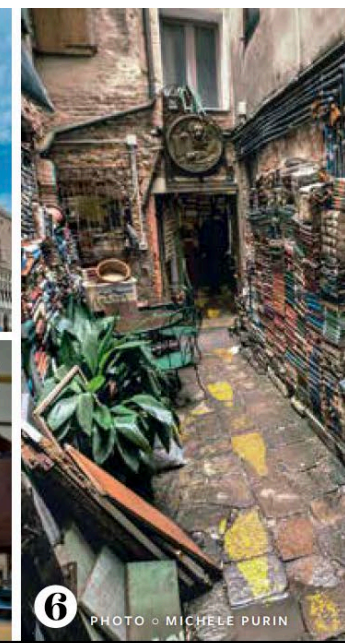
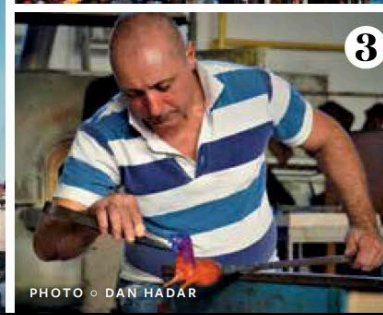


PHOTO © CRINA PARASCA

PHOTO © MARIKA SARTORI

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OUT AND ABOUT IN...

VENICE

1 | Cantine del Vino già Schiavi

FONDAMENTA NANI, 992

A step outside of Venice's busiest tourist routes, the Cantina Schiavi is a great example of a traditional Venetian 'Bacari' tavern in the city's artsy Dorsoduro district. Hang out with the locals to drink an ombra and eat cicchetti, before browsing the catalogue of over 500 bottles.

2 | Dal Nono Colussi

DORSODURO 2864

This Venetian pastry and bakery shop has been going strong for over 60 years,

specialising in 'fugassa', a traditional yeasted sweet bread, crafted in the back of the bottega. Usually only made for Easter, this bakery produces it year-round.

3 | Murano Glass Museum

FONDAMENTA MARCO GIUSTINIAN, 8

Located in Venice's Murano Island, the museum showcases the history and artistry of Murano glassmaking. Its exceptional collection showcases centuries-old techniques that made Murano a hub for innovative glass craftsmanship, as well as boundary-pushing, experimental work.

4 | Campanile di San Marco

PIAZZA SAN MARCO

The best panoramic view of the city can be found from the tower of St. Marks. The current structure was built in 1912, after the original 10th century tower collapsed a decade earlier. It has variously served as a defensive outpost, a lighthouse and latterly a religious landmark.

5 | Doge's Palace

PIAZZA SAN MARCO

Once the residence of the Doge (the leader of the Republic of Venice, and nothing to do with canine-themed cryptocurrency) this architectural masterpiece epitomises the Venetian Gothic style. Dripping with opulence—magnificent, obscene, or both, depending on your viewpoint—its lavish halls are adorned with masterpieces reflecting Venice's glorious past.

6 | Libreria Acqua Alta

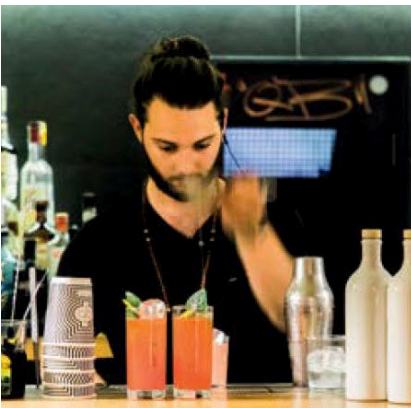
CALLE LONGA SANTA MARIA FORMOSA, 5176B

This unique bookstore is renowned for its unconventional storage of books in bathtubs, boats, and gondolas, ingeniously protecting them from flooding. Cluttered, eccentric and genuinely a bit magical.

7 | Rialto Market

CALLE PRIMA DE LA DONZELLA, 306

Near the iconic Rialto Bridge, this market has been a vital commercial and social hub since the 11th century, and today offers a vivid glimpse into the city's rich culinary and cultural heritage. Find seafood, locally grown fruits, and vegetables, alongside traditional Venetian delicacies. Set against the scenic backdrop of the Grand Canal, this is about as picture postcard Venetian as it gets.



Quanto Basta | If cocktails make your heart flutter, look no further than Quanto Basta. While its cocktail list is impressive, don't overlook its wine selection. Offering a thoughtfully curated list, mainly comprised of Puglian wines, this place brings you the best of local terroir. Pair your wine with its delectable cheese and charcuterie boards for a delightful gastronomic experience.



Le Zie | An embodiment of authentic Puglian cuisine, Le Zie is a quintessential trattoria and it's all about traditional home cooking. You'll feel like part of the family as you feast on classic dishes, lovingly prepared. Their wine list, predominantly local, offers an array of choices to match their hearty fare.

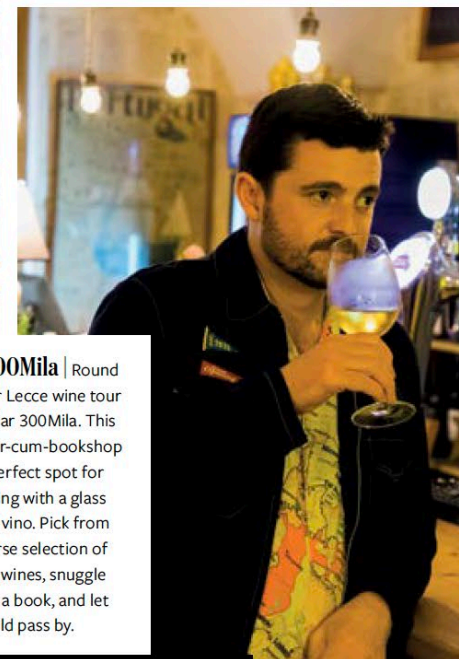
WORDS **FRASER DOHERTY**
PHOTOGRAPHY **ZSOLT STEFKOVICS**

A wine lover's guide to Lecce

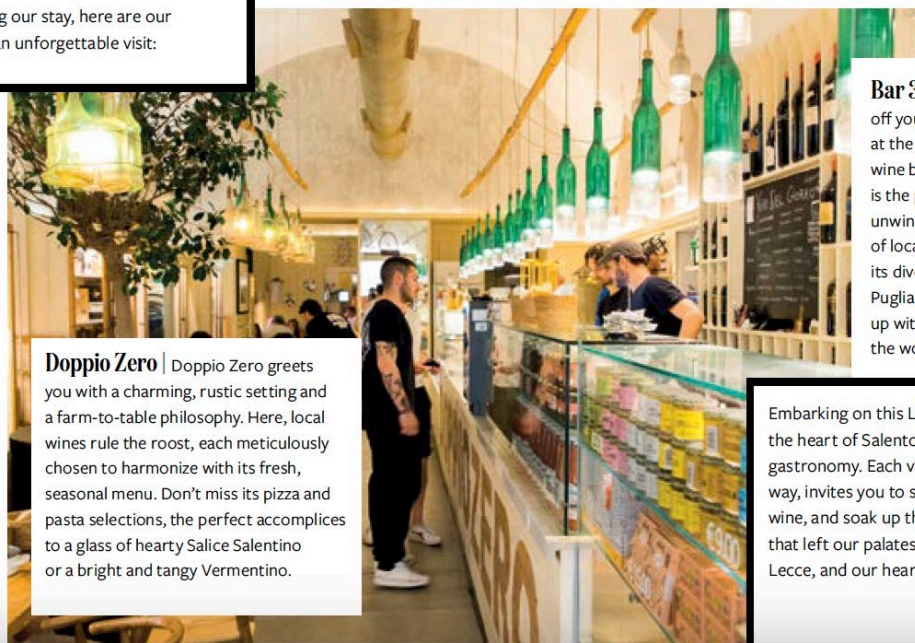
Lecce, often dubbed the 'Florence of the South', offers more than just a rich tapestry of Baroque architecture. It is also a paradise for wine aficionados and food lovers, brimming with eateries and drinking spots that celebrate the region's vineyards and local produce. With the help of recommendations from the local winemakers we met during our stay, here are our picks for an unforgettable visit:



Primo Restaurant | When it comes to fine dining in Lecce, one Michelin-starred Primo Restaurant is the showstopper. The menu by chef Solaika Marrocco features creative renditions of regional dishes, paired exquisitely with local wines. Their sommelier will guide you through their extensive wine list, helping you uncover the perfect pairing.

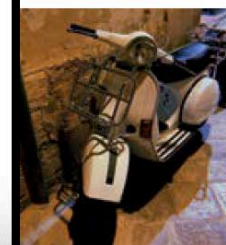


Bar 300Mila | Round off your Lecce wine tour at the Bar 300Mila. This wine bar-cum-bookshop is the perfect spot for unwinding with a glass of local vino. Pick from its diverse selection of Puglian wines, snuggle up with a book, and let the world pass by.



Doppio Zero | Doppio Zero greets you with a charming, rustic setting and a farm-to-table philosophy. Here, local wines rule the roost, each meticulously chosen to harmonize with its fresh, seasonal menu. Don't miss its pizza and pasta selections, the perfect accompaniments to a glass of hearty Salice Salentino or a bright and tangy Vermentino.

Embarking on this Lecce wine trail, you'll discover the heart of Salento through its wines and gastronomy. Each venue, unique and charming in its way, invites you to slow down, savour the food and wine, and soak up the ambience. It's an experience that left our palates rich with the flavours of Lecce, and our hearts yearning to return. 🍷





DISCOVERING *the joy of Puglian* STREET FOOD



Next up, we've got Taralli. Imagine the lovechild of a breadstick and a pretzel, and you have Taralli. These deliciously addictive, ring-shaped biscuits are often flavoured with fennel seeds or pepper and are the perfect snack for any time of day. They demand to be washed down with a glass of Negroamaro Rosato. The wine's crispness and berry notes are a fantastic companion to these crunchy bites.

Moving on to Friselle. Now, these double-baked bread rings are tough and dry straight out of the packet. But, top with juicy tomatoes, capers, and a generous drizzle of Puglian olive oil, and it's like summer in your mouth. I found that a glass of Primitivo, with its rich, fruity notes, is the perfect counterpoint to this hearty bite.

Then we have Orecchiette. Yes, this pasta is technically a street food in Puglia. You'll find nonnas, with fingers nimbler than a pickpocket, handcrafting these 'little ears' on street corners in the old town of Bari. Smothered in a rich tomato sauce or cime di rapa (broccoli rabe), it's a true Puglian classic. Pair this dish with a full-bodied Salice Salentino, and you'll be singing Italian arias at your lunch table.

And finally, Bombette. These small rolls of pork filled with cheese and herbs then thrown onto a grill are not for the faint-hearted or the cholesterol conscious. But, when in Puglia, right? The only way to accompany this flavour bomb is with a robust Nero di Troia, a wine that can hold its own against this meaty, cheesy onslaught.

Here's to ditching the diet, raising a glass, and biting into the authentic tastes of Puglia, one street corner at a time. Cin Cin! 🍷

WORDS **FRASER DOHERTY**
PHOTOGRAPHY **ZSOLT STEFKOVICS**

From Bari to Brindisi, Puglia is a heady cocktail of sun-kissed landscapes, ancient cultures, and, of course, mouth-watering street food. I've decided to throw my diet to the wind and surrender to the edible ecstasy of Puglian street food.

Let's start with Panzerotti. These fried dough pockets stuffed with mozzarella and tomato are like the Italian cousin of the Cornish pasty, but don't tell them that, they might start a feud. They are incredibly moreish and a must-have if you find yourself wandering the cobbled streets of Puglia. Pair these crispy bites of heaven with a refreshing glass of Fiano. The crisp acidity of the wine perfectly offsets the panzerotti's richness.



Artists in PROFILE

We didn't just source some of Italy's finest wines, we also invited some incredible creative talent from the country to design the labels. Let's meet a few...

Alexandra Wong

An international illustration artist based in Turin, Alexandra has brought this romantic sunset scene over the beautiful Villa Imperiale in Marche for this label. *Siamo innamorati!**

alexandrawongart.com
BOTTLE: Clement XI

* (We're in love!)

Naida Mazzenga

Beep beep! Is there a more iconic pairing than Vespas and Italy? Naida's cheerful approach to illustration really makes us smile, and we especially enjoy the added touch of little nods to Marche in the stickers.

naidamazzenga.cargo.site
BOTTLES: Motoretta & Gina



Silvia Reginato

We're big fans of texture in illustrations here at *Glug HQ*, and Silvia has a fantastic command of it in her work, as well as a wonderful sense of wit.
silviareginato.com
BOTTLE: Bellaciao



Naida Mazzenga

Another gorgeous illustration from Naida, we imagine this character is driving through the vineyards of Marche in a convertible, taking in the luscious views and enjoying the sunshine.



Matteo Signorelli

Matteo is an illustrator and graphic designer based in Milan. He's playfully interpreted the Italian words for "hide" and "game" in a joyful pair of labels for us.

matteosignorelli.tumblr.com
BOTTLES: Giouch & Nascondin



Artists in PROFILE

We didn't just source some of the finest wines from Italy, we also invited some incredible creative talent from the country to design the labels...

Camilla Falsini

Rome-based muralist and illustrator Camilla combines her bold, abstract style with traditional Venetian masks, an important feature of Carnevale di Venezia.
camillafalsini.it

2Bros Creative

This month's cover artists, brothers Luca and Andrea, also created a label for us. They've represented their home town in Vicenza, where the 'castles of Romeo and Juliet' are situated, with this gorgeous illustration of the famous star-crossed lovers.
2broscreative.com



VENETO



André Ducci

André was inspired by the original Triumphant Quadriga of Venice for this label. We love how his vintage illustration style has brought them to life, with a golden embellishment mimicking the mirror-like shine of a horse's coat.
behance.net/andreducci

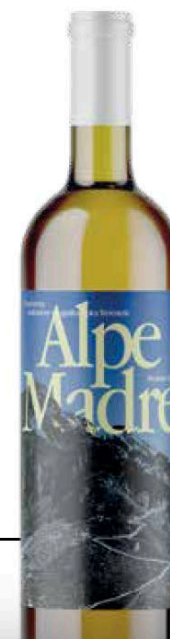
Silvia Amadei

The Leòn de San Marco features in the arms of the Regione del Veneto, and Silvia's incredible modern take on heraldic visuals make for a stunning label.
silviaamadei.com



Mattia Zingale

We've returned to Mattia's keen eye for combining typography with illustration; 'Alpe Madre' is based on the previous name of Monte Grappa, which was named a new UNESCO biosphere reserve in 2021.
mazzzzinga.com



Vittoria Zorzi

You may recognise these little friends from page 28. Vittoria wanted to explore Venetian dialect, and in particular "Drinking an ombreta [little shadow]". We love the conviviality around the table, which is ever-present across Vittoria's portfolio.
@vichizorzi

Artists in PROFILE

We didn't just source some of the Abruzzo's finest wines, we also invited some incredible creative talent from Italy to design the labels...

Jacopo Sciarretta

In this magical label, Jacopo depicts Angizia, the Goddess of snakes and the legend that she created (the now drained) Lago Fucino with her tears. This red lake recalls the colour of the wine itself.

[behance.net/jacoposciarretta](https://www.behance.net/jacoposciarretta)

Claudia Bumbica

Hailing from Milan, Claudia's playful and colourful label is inspired by the Festa Dei Serpari; with a nod towards the tactile appearance of risograph printing.

[behance.net/claudiabumbica](https://www.behance.net/claudiabumbica)



Irene Rinaldi

Irene chose to dedicate her design to the late, beloved Marsican bear Amarena, who was tragically killed in August 2023. Irene's touching illustration portrays Amarena (whose name means "cherry") with her cubs at home in the National Park of Abruzzo.

[yoirene.com](https://www.yoirene.com)

Mattia Zingale

Born and raised in Sicily, Mattia has a brilliant eye for combining typography with illustration. We love the striking contrast of the inky, intricate serpent illustration overlayed with the bold red Sans Serif typeface.

[mazzzzinga.com](https://www.mazzzzinga.com)



Youtube

WINE52

WINE52

Watch now: Abruzzo Wine Tasting



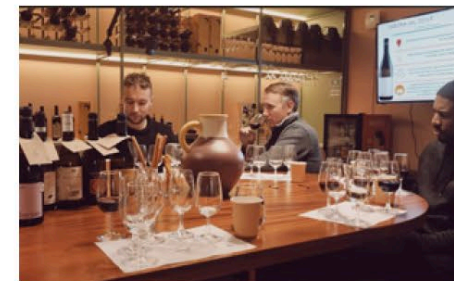
Hi there,

We caught up with our senior wine buyer, Thomas Sanetra, for a wine tasting of all the wines from our Abruzzo collection.

Straight from the Wine52 office tasting room, come along as Thomas reveals the stories behind these remarkable wines, the sub regions they originate from, and the delightful palate notes and aromas from each bottle!



Watch now



Marketing



Ciao Grant,

Don't forget to discover the incredible wines of Italy's Le Marche with a **FREE case of exclusive wines** from our friends at Wine52. Simply cover £9.95 postage to get three unique bottles of wine delivered straight to your door. But hurry, this deal ends soon.....

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Rolling through the rich valleys that intersect the Appenine mountain range, down to the glistening Adriatic, the region of Le Marche produces some of Italy's most exceptional wines. The combination of mountainous terrain and strong maritime influence from the famous Bora winds have created wines of tremendous character here, which - as the locals will attest - are always best paired with food. Our Head Chef Roberta has paired Wine52's stunning Marche wines with some of our signature pasta dishes.

Our Recommended Pairings with Wine52

Wine: Clemente XI, Terre de' Conti

Pairing: Reginette with Beef Shin Ragù

This full-bodied red is particularly well suited to Italian cuisine and its expressive aromas of black cherry and plum combine nicely with the earthy aromas of the ragù while the fruit flavours integrate well with the slow-cooked beef.



Wine: Nascondin, Piersantia

Pairing: Fresh Basil Pesto Lasagne from the Italian Riviera

A balanced, dry white with a fresh fruit and complex character.



FREE case of Italian wine

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Simply cover £9.95 postage to get three unique bottles of wine delivered straight to your door.

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Rolling through the rich valleys that intersect the Appenine mountain range, down to the glistening Adriatic, the region of Le Marche produces some of Italy's most exceptional wines. The combination of mountainous terrain and strong maritime influence from the famous Bora winds have created wines of tremendous character here, which - as the locals will attest - are always best paired with food. We've paired Wine52's stunning Marche wines with some of our signature dishes.



Wine: Clemente XI, Terre de' Conti

Pairing: Traditional Chateaubriand

This full-bodied red's well integrated fruit flavours and long, persistent finish allow you to savour the delicate flavour and rich taste of the grass-fed British beef fillet.

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Wine: Nascondin, Piersantia

Pairing: Scottish Creel Caught Lobster Tails

A balanced, dry white with a fresh, fruity and complex character. Nascondin's acidity makes it a great match for seafood dishes like this sweet, succulent wild Scottish lobster.

[Claim my FREE case](#)

Wine: Motoretta, Terre de' Conti

The Telegraph
Extra

In partnership with
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Pitchers



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Treat your Mum (or yourself!) to the ultimate **wine discovery adventure** with Wine52. This month they're exploring the **Mediterranean Heaven of Abruzzo**. With a rich viticultural history dating back to Roman times, you can *immerse yourself* in the region's land and traditions with this **eclectic selection of scintillating wines**.

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Indulge in the exquisite allure of **Borgo Venna's Trebbiano**. Crafted with meticulous precision, this complex wine captivates the senses with vibrant aromas, luscious flavors, and a smooth finish.

Prefer red wine? Revel in the medium-bodied elegance of **Ettore Galasso's Cabernet Sauvignon**. The concentrated fruit flavours deliver a symphony of taste with every sip.

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Collaborations

YouTube

Robbie Knox is an award winning writer, producer and director based in the UK.

SUBSCRIBERS: **122,000**

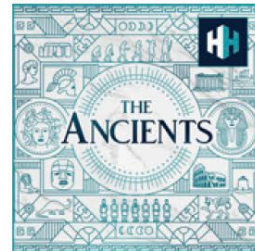
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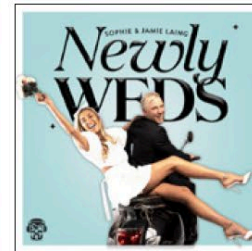
The Trawl



The Ancients



Not Just the Tudors



The Newlyweds

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This month: **Bladnoch Bourbon & Sherry Matured Lowland Single Malt**

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