

Press release: Scottish jam spreads across the pond to the US

Today (2 April 2019), thousands of people across the US will celebrate National Peanut Butter and Jelly Day with a dollop of jam, thanks to the rise in exports from the UK's biggest seller of jams, marmalades and preserves in the USA, Mackays.

Founded in 1938, Mackays is a family run business producing a unique range of Scottish jams, marmalades and curds for a quality homemade taste. The company's preserve is made by hand in traditional copper pans, remaining true to Dundee's history of jam-making.

The US is Mackays' biggest export market, where its jams are stocked in all 50 states and territories – accounting for 20% of international sales last year. With support from the Department for International Trade (DIT), Mackays' preserves are now enjoyed in 94 countries worldwide including Australia, China, Guatemala, Guyana, Korea and Peru.

Ross Allen, Director of DIT North America, said:

My kids love peanut butter and jelly sandwiches, and I am delighted that more Americans are discovering the culinary peaks that can be reached by using top notch Scottish jam.

Mackays is an excellent example of a thriving transatlantic business and I look forward to following the growth of UK food and drink in the United States.

With 165 employees based in its Arbroath jam factory, Mackays fills 25 million jars a year. The company has established a globally recognised brand, with exports now accounting for 32% of its annual turnover of £18 million.

In 2018, the UK exported 50,000 tonnes of jam to 119 markets worldwide, resulting in jam exports rising by 9% to £145 million.

Martin Grant, Managing Director of Mackays, said:

Export is a crucial part of our business and a key driver for Mackays continued high growth; an increase of 25% in the last two years alone.

The popularity of our products in the States is testament to the global appeal of great taste, provenance and authenticity – all

vital ingredients that go into each and every jar of Mackays.

Seeing our products embraced and interpreted by different cultures is one of the unspoken joys of export. In our home town of Arbroath, the jam piece – Scots for sandwich! – still suffices which makes seeing our Nordic customers adding lemon curd to baked fish or our friends in American combining jam with peanut butter such a treat.