



Dalemain World Marmalade Awards and Festival

The Festival was founded in 2005 by Jane Hasell-McCosh with the initial idea to preserve, grow and widen one of the most English of customs. It is centred on her home Dalemain Historic House in Cumbria. The house typifies all that is quintessentially English – a Georgian stately home lived in by the same family for over 300 years which also holds a rich archive of marmalade recipes. However since its start the Awards and Festival has taken on a life of its own, inspiring people from all over the world and Marmalade is entered from as far as the Yukon, Japan, New Zealand, Bali, India and South Korea. Each year there is a special entry from Australia, a cricket team of marmalade selected from a competition in Australia entitled ‘The Marmalashes’ which is sent to do battle against ‘a British team’ and in November 2016 and in 2010 international marmalade week was launched with a peal of bells which started in Melbourne with a ¼ peal, going round the UK including Canterbury and ending in the city of London.



The Press and PR coverage is extraordinary with articles being written in magazines and newspapers all over the world. A 1 ½ hour documentary about Dalemain and the Festival with Jane Hasell-McCosh has been filmed by NHK television and she has also appeared on BBC, ITV, Spanish, French television and ABC Australia. She has given radio interviews for Russian, Canadian, Australian and French radio, Radio 2 – Chris Evans’ mystery guest, Radio 4 Food Programme about the Festival, the Today programme and local BBC radio shows all over England.

The Festival is unique and showcases itself as an international event of very high quality and the

Hasell McCosh family with a team of volunteers and friends have run it for the last 10 years. It supports five objectives and over seven hundred commercial marmalades from all over the world can be tasted. In 2017 there will be particular emphasis on ‘Celebrating Australia’ as a result of a lecture tour that

Jane made to Victoria and New South Wales and South Australia and the launch of the Marmalade Festival in Adelaide on the 20th November 2016.

The Commercial competition sponsored by Fortnum&Mason is supported by the food industry and has Patrons that include The Worshipful Company of Fruiterers. It is a ‘niche competition’ for small producers all over the world wishing to use the awards to help in their marketing and promotion of marmalade. Its success is proved by the increasing numbers of entries and the testimonials from businesses who have found it to be commercially advantageous. Because the Awards are now global the categories for the awards embrace this international element and over 40 countries take part. One double gold star winner in the Artisan competition from the Czech Republic has launched her business and travels the world in a Winnebago making and selling marmalade.



The Homemade competition is sponsored by Mackays’ Marmalade of Dundee one of the biggest exporters of marmalade in the UK. This competition sets a standard and also educates. It is about learning and improving marmalade skills and is judged at Dalemain by ladies from the W.I. All the entry money is donated to Hospices worldwide. Winners come from as far away as Australia and Japan to collect their prizes and the winning marmalade recipe from the Homemade competition is made by Thursday cottage and then sold at Fortnum&Mason, Dalemain and Mitsukoshi in Tokyo with 50p per pot going to Hospice work.



Objectives of the Awards and Festival

- **International Food Event** - To champion international and national standards for making the best marmalade using Seville oranges and other citrus fruit - promoting commercial and domestic excellence
- **Education** young and old, men, women, children and small groups in preserving of fruit and making marmalade and the understanding of its origins and source of the ingredients
- **Support and nurture** small commercial producers of citrus fruit and marmalade world wide through the international award.
- **To support the community and the tourism industry** in the desire to bring visitors to the UK and forge links internationally through marmalade with other countries
- **To raise awareness and money for** palliative care worldwide.

Proven Track Record

- The Awards enjoy international and national acclaim with increasing numbers of entries in all age groups from 50 in 2005 the first year to 3,000 in 2016.
- The Awards are supported by leading companies in the food and fresh fruit industry, and Iconic brands such as Paddington, and Fortnum and Mason and Mackays of Dundee.
- Increasing momentum and popularity and press interest in Seville oranges and marmalade with unique and special relationships between the UK, Spain, Japan and Australia with Dalemain now becoming a Commonwealth Champion
- Increasing numbers involved in the awards and coming to the festival
- Over £200,000 raised for hospices and palliative care world wide

2017 Launch

This will take place at Westminster in October 2016 to celebrate the international Awards and the inaugural Australian Festival of Marmalade in Adelaide.