



Established 1927

# GREAVES

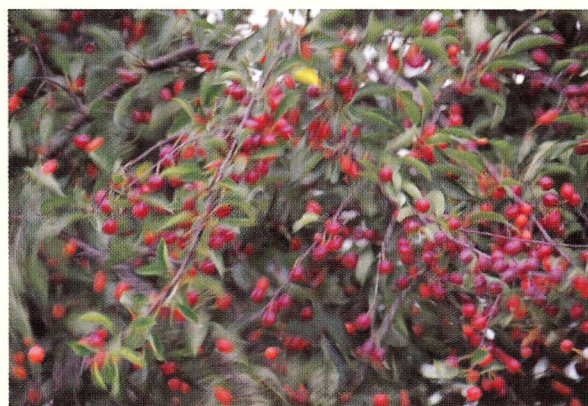
Located in the heart of the Niagara Fruit Belt, Greaves has continued to deliver the highest quality products for over 80 years. The name is world renowned for producing superior quality, high fruit content products the old-fashioned way.

Each batch starts with the finest fruits and natural cane sugar and is carefully hand-stirred in open stainless steel kettles to produce over 35 wonderful flavours. Preservatives, additives or pectin are never added.

Greaves has been a mainstay in the region's pantries and beyond since Mabel and William Greaves sold their first jar of orange-lemon marmalade in 1927 at their Queen Street storefront in Niagara-on-the-Lake. They are a cornerstone of the tourist mecca's shopping experience that continues to tempt the taste buds of the masses today.

Eighty years later, jam lovers are still spreading the citrusy concoction on their toast, along with 34 other Greaves jams, jellies, marmalades and condiments.

Thanks to the Internet and the keen business sense of those now at the company's helm, the number of Greaves fans is growing. Each year, Angela Redekopp, who is the vice-president and co-owner of Greaves Jams, along with her husband Lloyd and another partner, Rudy Doerwald, fill orders from Japan, the southern US and throughout





Canada. The Redekopps and Doerwald bought the company from the Greaves family in 1989. They had no idea of how much work they were jumping into but did so with an appreciation for their hometown and how important Greaves was to the community. Since the purchase they have expanded production operations to Walker Road in Virgil, where 1,500 cases of preserves are turned out every week. They maintain the original store on Queen Street.

The recipes are the same as they have always been. The one thing that hasn't changed is what goes into each jar. The loyalty that compelled Redekopp to stay in Niagara-on-the-Lake also extends to the company's purchase of ingredients for its products. The company makes a point of using local produce in Greaves preserves. Redekopp and crew also keep an ear to the ground for new varieties of locally grown fruit to use in Greaves' latest creations.

Redekopp doesn't necessarily see Greaves getting bigger in the future, only better. They are satisfied with the size of the company and want to maintain a high quality of life for the employees and a high quality product for the consumers.

The store is a Niagara-on-the-Lake institution, with jams, jellies, marmalades and condiments made in a single steam kettle on the premises, just as they have been doing since 1927. They still use all the original recipes, with nothing but fruit and sugar for everything except the condiments. Everything is still made in small batches and stirred by hand. Next time you are in Niagara-on-the-Lake take home a sample or an assortment of Greaves Jams & Marmalades.

The favourite flavour is still strawberry.

## **Greaves Jams & Marmalades**

55 Queen Street,  
Niagara-on-the-Lake, Ontario

**905.468.7831**

**[www.greavesjams.com](http://www.greavesjams.com)**