



Greaves Jams and Jellies is purely a family affair

By Linda Clark, Standard Reporter

NIAGARA-ON-THE-LAKE-

A small, family owned and operated business in town is the perfect place to Christmas shop for practical but delicious gifts—so spread it around.

Greaves Jams and Jellies, a business based 55 Queen St. (the main street) for more than 50 years now, sells delectables six days a week the year round.

But at Christmastime, the jams and jellies can be purchased in special gift packages and will be wrapped on request.

Greaves Jams and Jellies has another special attraction. In this age when additives and preservatives are commonplace and where “scientific jams and jellies” – so dubbed by William Greaves Jr., the business manager – sell well off supermarket shelves, Greaves sells an additive free product.

“The only thing we put in them is fruit and sugar,” Mr. Greaves said with a touch of pride “Everything we make is pure. That’s just the way we made jam when we started out and people seem to like our product.”

It’s always pure

Of course, by law Greaves is required to list all the ingredients of the product on the label. The labels are a delight to read – short, sweet and always beginning with the word PURE.

For example, the ingredients in the pure Apple Jelly are “apples and sugar.” In the pure quince (a pear shaped fruit) jelly there are “quince and sugar.” In the grapefruit, orange and lemon marmalade the ingredients are “grapefruits, oranges, lemons and sugar.”

The starkly furnished Greaves store has a few shelves on which the various types of products are proudly displayed. For those who are placing large orders – and don’t be fooled, Greaves does a booming business – the warehouse is right down the street.

The product is made in a small factory behind the store. The morning The Standard photographer was there, the air smelled strongly of pickled beets—one of three pickle lines manufactured by Greaves. The company also makes a relish and chili sauce.

From simple to exotic

Later in the afternoon, when the reporter arrived, the air was pungent with the aroma of grape jelly.

Greaves makes a variety of jams and jellies for your basic, simple jam eater—like raspberry and peach—or your connoisseur—more your apricot almond type person.

If there is someone for whom a Greaves product would make the perfect gift, here are the varieties you can choose from.

Mailing Address: Greaves Jams & Marmalades Ltd. Box 26, Niagara-on-the-Lake, Ontario L0S 1J0

Tel: 905-468-3608 – Fax: 905-468-0071

Website: www.greavesjams.com – Email: greaves@greavesjams.com

Factory/Office: 1 Walker Rd, Niagara-on-the-Lake



There are raspberry, strawberry, black currant, apricot, apricot almond, gooseberry and plum jams to choose from.

The jellies include quince, crabapple, apple and black currant.

There are also orange and grapefruit-orange-lemon marmalades.

The jams and jellies can be purchased in gift boxes with gold engraving. Any variety of jam the customer wishes can be included.

Mr. Greaves mother and father started the business in Toronto. Mr. Greaves owned a grocery store and Mrs. Greaves used to make jams and jellies for him to sell.

They sold well, Mr. Greaves said, and when they moved to the family farm on the East and West Line—where they live today – Mrs. Greaves continued to make her jams and jellies.. This all occurred about 60 years ago.

The products became so popular William Greaves Sr. decided to make it a full time business and opened the little store on Queen Street.

--Staff photo by Bev Christensen

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