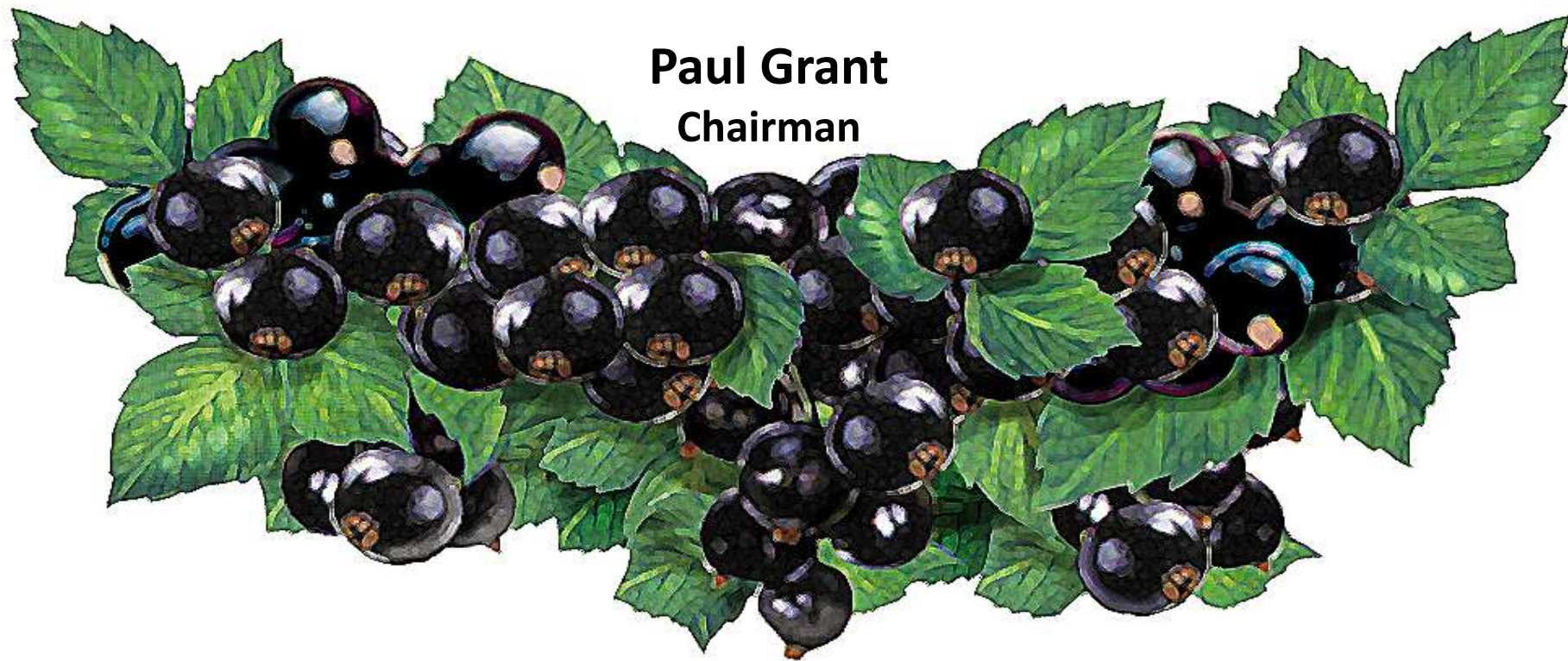


Creating an international preserve and marmalade business

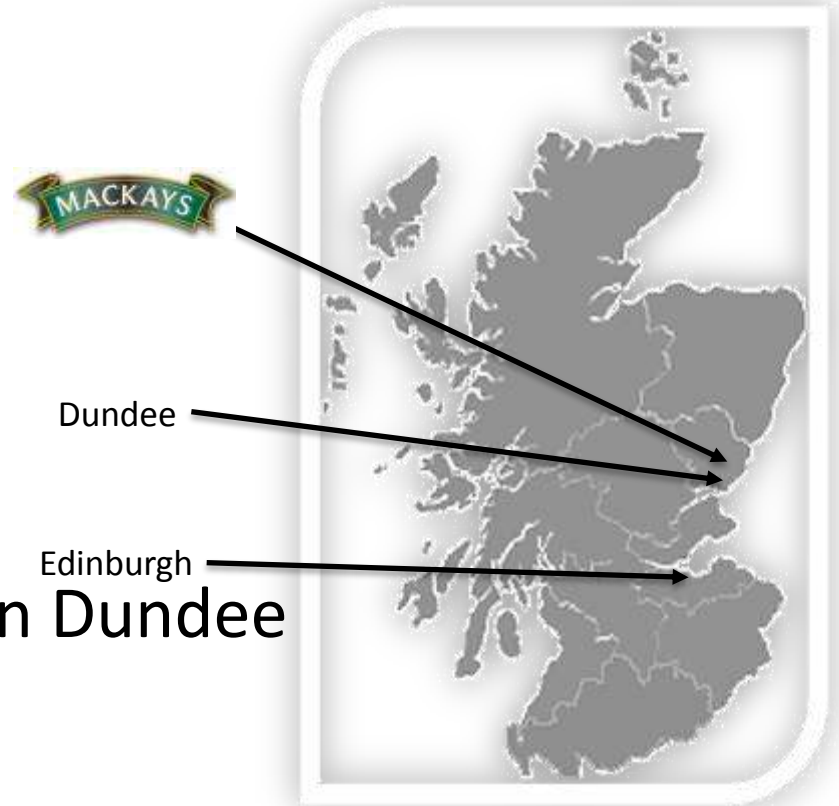
Paul Grant
Chairman





Mackays 1995

- Turnover £1M
 - UB principal customer 50%
- £10,000 branded sales
- 19 staff
- 100% family owned
- Award winning products
- The only marmalade maker left in Dundee
 - 'The Home of Marmalade'
- Exports – Nil



- Turnover £12.5M
- 90% branded business
- 135 staff
- 41% exported to 52 markets
-  Queens Award for Enterprise
2004 2012
- 58 Great Taste Awards
- Family succession
- New factory opened





Our Products

- Authentic Marmalades
- Scottish Preserves
- Lemon Curd
- Chutneys and Relishes





Role Model Company





“The home of marmalade”
A channel focused branded business





Branded Business

Launched in 2000



Targeted at grocery

Acquired in 2000



Targeted at non-grocery



Manufacturing Capacity



UK Competitors



ROBERTSON'S



Global Competitors



The logo for Tesco, consisting of the word "TESCO" in a bold, red, sans-serif font with a blue and white striped underline.

UK Case Study

- 2000



Belgium

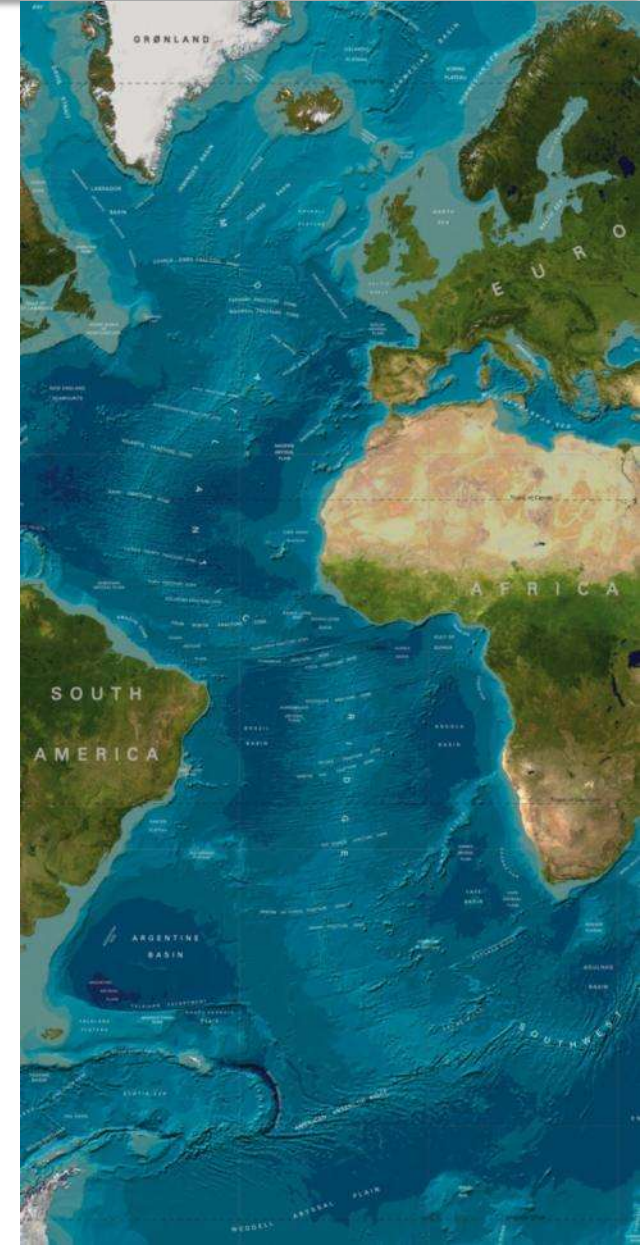
- 2002

The logo for Wegmans, featuring the word "Wegmans" in a black, cursive script font.

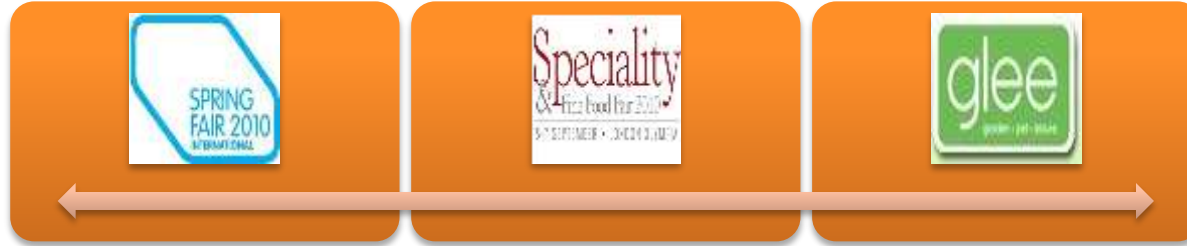
USA

- 2005

- Products/Usage
- Retail Structure
- Pricing/Investment Costs
- Taste Appreciation



UK Trade Shows



Overseas Trade Shows

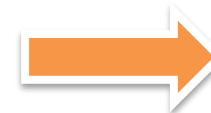


Market Visits

Customer Reference

Associated Suppliers

Online

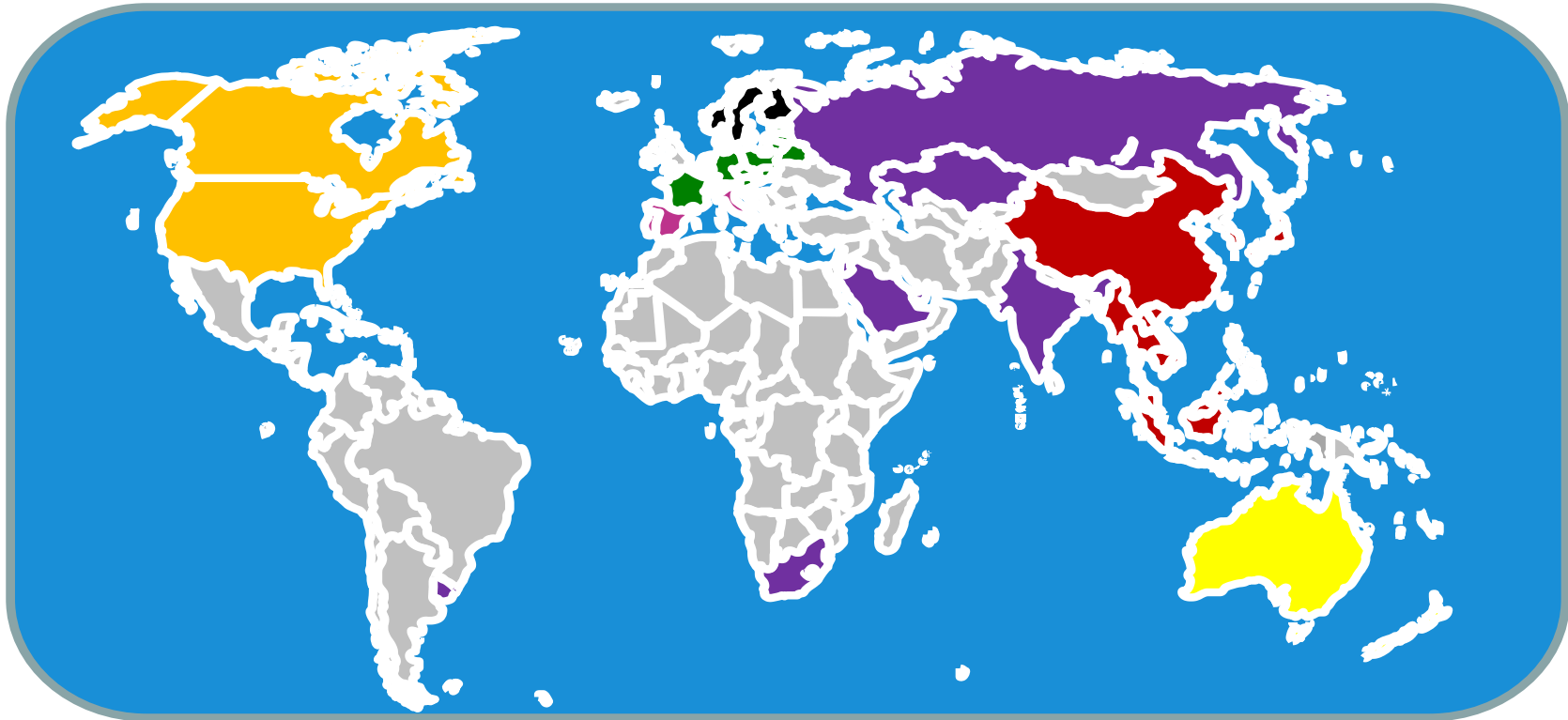


- Turnover £12.5M





Export Sales Mix 2011



North America 20.3%

Northern Europe 23.2%

Southern Europe 7.0%

Scandinavia 2.0%

Asia 19.9%

Australasia 5.3%

Rest of World 3.6%

