



8 & 9 OCTOBER 2011
DENMAN COLLEGE, OXFORDSHIRE



Welcome to the WI Real Jam Festival 2011. Building on the success of the first event held at Denman College last year, the team are working hard to make this year's event even more special. The two-day festival will be held on the 8 & 9 October 2011, with new classes for this year's event.

There are classes for everyone including children, celebrities – chefs, food writers and bloggers, WI members and a class just for men - so the whole family can take part and enjoy turning delicious produce into prize-winning entries. New on the competition schedule will be classes for hot & spicy jam or jelly, boozy jam and a set recipe to challenge the best of the best jam makers!

The festival this year will be packed with more activities over the two days including:

- Ask the expert – find out how it's done!
- Special cookery challenges
- The history of jam and the WI uncovered
- Guest appearances and talks by some of the experts in the field of cookery
- Have-a-go craft activities
- Children's treasure hunt
- WI cream teas and refreshments
- Prize giving

Plans are well under way for a new cookery challenge between WI members and Masterchef finalists! If you are a member of the WI, you could have the opportunity to go head to head with some of the best culinary talent at this year's festival.

Our sponsors Stoves and the Jam Jar Shop are giving their support to the festival by offering some amazing prizes including £1,000 of Stoves appliances to the overall winner of the festival and WI Cookery School bursaries for the Artisan Jam Maker's class amongst a host of other prizes up for grabs.

Regular updates and news will be posted on the Jam Festival website www.theWIRealJamFestival.com.

Tickets for entry to the Jam Festival will be on sale from **1 September 2011** from Denman College. Tickets cost £5 per person in advance or £7 on the day – free admission for children 16 and under. To order your tickets, please visit www.denmancollege.org.uk or telephone **01865 391991**. A charge of £1.00 will be made for postage and packing.

P.S. If you would like the chance to enter a class but haven't made jam or other preserves before, Denman College – the creative home of learning of the WI – has arranged a number of jam-making courses for 2011. To book your place contact Denman College on 01865 391991 or book directly online www.denmancollege.org.uk

PRIZES

The winner of Best in Show will receive:

- WI Real Jam Festival trophy
- £1,000 of Stoves appliances
- A year's supply of jam jars from JamJarShop.com
- A WI Cookery School course of their choice.

Each class winner will receive:

- Stoves – WI Cookery School apron
- A complete jam kit from JamJarShop.com

The winner of the Artisan Producers Jam class will win two preserves day school bursaries for the WI Cookery School.

A special prize for the best decorated jar will be presented.

COMPETITION SCHEDULE

Class 1 The nations' favourite

A jar of strawberry jam.

Class 2 Soft fruit jam

A jar of jam made only with one or more soft fruits, i.e. fruit without a stone.

Class 3 Stone fruit jam

A jar of jam made from fruit with a single central woody stone.

Class 4 Man made jam

A jar of jam made by a man using any variety of fruit.

Class 5 Jelly

A jar of any fruit jelly preserve eg made from fruit cooked and strained to provide juice which is boiled with sugar to setting point.

Class 6 Celebrity jam

A jar of any fruit jam made by a celebrity, chef, food writer, MP, TV presenter, etc.

Class 7 A jam with a difference

A jar of jam using a combination of more unusual fruit.



Class 8 Children's jam

A jar of jam made by a child using any fruit.

Class 9 Artisan producers jam

A jar of any variety of jam made by somebody who makes jam as part of their work e.g. farmers markets, B&B, restaurant.

Class 10 The WI Co-operative

A co-operative class for WI members only. Three jams/jellies to be presented on a 10"/25cm round covered board. Extra marks will be awarded for presentation. N.B. Only one entry fee for the 3 jars for this class.

Class 11 Hot and Spicy jam or jelly

Some like it hot, hot, hot – bring it on.

Class 12 The WI recipe: Tutti Frutti jam

Can you make the perfect jar according to a favourite recipe?

Class 13 Boozy jam or jelly

Sloe gin jelly? Try your hand at crafting a boozy jar of sweet jam.

THE WI JAM FESTIVAL SET RECIPE CLASS

This year, we decided to see how the nation fared making a jar of jam to a well loved and tried WI jam recipe. The judges will be able to compare how each entrant has developed their jam making skills as they cook their best jar of Tutti Frutti Jam – a lovely recipe packed with summer flavours. The skill is to follow this recipe exactly – entrants must not add any other ingredients than those listed below – let the competition begin!



TUTTI FRUTTI JAM

Makes about 2.7kg (6lb)

Preparation and cooking time: 1 hour 10 minutes

This is a particular favourite and very fruity, as the name suggests. It first appeared in a WI Home Skills book written by Olive Odell in the late 70s. There are also several variations, known by names such as 'Midsummer Jam', and 'Four Fruit Jam' (see below). The success of the jam is in the combination of high, medium and low pectin content of the different fruit. Make sure you cook the currants until they are really soft as, once the sugar is added, you're at the point of no return! The best way to strip the currants from the stem is to hold the stalk in one hand and use a fork to slide down the stem and strip away the fruit.

450g (1 lb) blackcurrants, stripped from stalks

450g (1 lb) redcurrants, stripped from stalks

450g (1 lb) strawberries, hulled

450g (1 lb) raspberries, hulled

1.8kg (4 lb) granulated sugar

1. Place the blackcurrants and redcurrants in a large preserving pan with 150 ml (1/4 pint) of water. Bring to the boil and then simmer for about 15-20 minutes, ensuring that the skins of the currants are soft.
2. Add the strawberries and raspberries and simmer for a further 10 minutes.
3. Add the sugar, stirring until dissolved. Bring to the boil and boil rapidly until setting point is reached.
4. Remove any scum from the surface of the jam, if necessary. Pour into cooled, sterilised jars and seal.

HELPFUL INFORMATION

1. Entrance fees all classes £5 (except children's class which is free to enter). Cheques to be made payable to Denman College, please ensure you put your name and address on the reverse and the words Jam Festival.
2. All jars not less than 1/2 lb (250g) minimum size.
3. Use clean jars with no images / logos / words (including entries for the Artisan Producers Jam Class) and fill to the brim.
4. Use new lids if possible, recycled metal lids if used must be free of images / logos / words and with no aroma of previous jar contents.
5. Label the front of the jar with class, name of jam and full date when made.
6. Attach a label with your name and telephone number/email address to the bottom of the jar.
7. All entries must be the bonafide work of the competitor.
8. Class 8 to be made by children up to 16 years of age.
9. Class 10 to be made by current WI members only.
10. If you would like to know how you fared in your class, please send a SAE for each jar you entered for us to return your score card. Please mark on the top left-hand corner the number class you are entering.

JUDGING, CONDITIONS OF ENTRY, BITS AND BOBS

- Judging will take place on 6 & 7 October 2011 by WI preservation and other invited judges.
- Judging will be based on appearance, colour, consistency, aroma, flavour, cover and container. Tips on jam making are available on the WI website www.theWI.org.uk
- The judge's decision shall be final.
- All entries will be marked to include a comment, if you would like your comment card returned please include a stamped, self-addressed envelope
- No responsibility will be undertaken for damage or loss of entries before, during or after the festival but reasonable care will be taken.
- Entries cannot be returned.
- The festival will be open to the public 8 & 9 October 2011, 10:30am – 3:30pm both days.
- Prizes and certificates will be awarded on 9 October 2011, no entries to be removed before 3:00pm on the 9 October 2011.

HOW TO ENTER

- Along with your completed entry form (see over):
1. Delivered in person to Denman College from the 12 September 2011 – for details of how to find Denman College, please visit www.theWI.org.uk/college or telephone 01865 391991.
 2. By post from the 12 September 2011: The WI Real Jam Festival, Denman College, Marcham, Abingdon, Oxfordshire OX13 6NW, UK – please follow packing instructions – see website above.

*Entries close: Friday 30 September 2011

Funds raised from the WI Real Jam Festival will go towards Denman College

WI REAL JAM FESTIVAL SPONSORS 2011

STOVES

Leading British home appliance brand Stoves is proud to be lead sponsor of the WI Real Jam Festival for the second year running. This year's Best in Show winner will receive £1,000 worth of Stoves appliances from its leading range of freestanding, built-in and range cookers, hobs and hoods for their kitchen. A long-term partner of the WI, Stoves' range of kitchen appliances are at the heart of the WI Cookery School at Denman College. Manufactured and designed entirely in the UK with British cooks in mind, Stoves built-in ovens, hobs, freestanding and range cookers offer leading innovation and design coupled with trusted British quality. For more information about Stoves products, please visit www.stoves.co.uk.

JAM JAR SHOP

Jam Jar Shop is proud to be an associate sponsor of the WI Real Jam Festival 2011. We are the UK's leading on-line retailer of glass jars, bottles and jam making equipment aimed at the domestic market. To support our commercial base we have driven forward initiatives such as The Guild of Jam and Preserve Makers, to unite the industry with artisan producers, and the SwapCrop scheme, for those with 'spare to share'. Both of these organisations are not-for-profit and are reinforced by the advice and information published on our website.

We listen carefully to what our customers tell us and, as a result, work closely with the industry to develop new products. We also run a FreeTree project to help deserving groups plant fruit trees or bushes and long term our plans include investing back into UK orchards to re-establish and rescue our indigenous fruit.

www.jamjarshop.com
www.jamguild.co.uk
www.swapcrop.co.uk

Jam Jar Shop, Unit 2, 24 Pillings Road, Oakham, Rutland, LE15 6QF.
T: 01572 720720
E: customerservices@jamjarshop.com

Sponsored by  in association with



DENMAN COLLEGE

Denman College is the creative home of the WI's centre for learning – imparting knowledge and practical experience in the fields of cookery, art, craft, wellbeing and lifestyle. Everyone is welcome – men and women, members and non-members – we can even cater for groups of friends or hen parties who are looking for something a bit different. Set in the picturesque village of Marcham, near Oxford, the Georgian mansion and 17 acres of grounds provide a relaxing environment for learning.

The WI Cookery School, supported by Stoves, is the jewel in the crown of the College. It was opened in April 2009 to create the opportunity for anyone with a passion for cooking to extend their range of skills. There is also a range of courses for families to attend, so even the smallest members of the family can get hands on!

The WI Craft School brings together experts in their field to offer a wide variety of art and craft courses ranging from patchwork, flower arranging, watercolours, silver jewellery and willow work, to stained glass, calligraphy, carving, textiles and sugarcraft – the choice is endless and caters for all abilities and interests.

Lifestyle courses at Denman are developed to cater for the mind, body and soul. The range includes something for every interest – historical visits, photography and digital imaging, Tai Chi, Nordic walking, fencing, flower arranging, computer skills, aromatherapy, reflexology, fashion and a whole array of music and singing courses.

Everyone is welcome to stretch their mind and fill their senses at Denman.

The WI Cookery School
Denman College, Marcham, Abingdon, Oxfordshire, OX13 6NW.

T: 01865 391991 F: 01865 391966
E: info@denman.org.uk
www.denmancollege.org.uk

theWI

THE WI REAL JAM FESTIVAL ENTRY FORM 2011

Please send this in with your Jam

Title _____

First Name _____

Surname _____

Address _____

Post Code _____

Tel No _____

Email _____

*Are you a member of the WI? Yes No

If yes, which WI: _____

I would like to enter, please tick category:

- | | |
|---|---|
| <input type="checkbox"/> Class 1 Strawberry jam | <input type="checkbox"/> Class 8 Children's jam |
| <input type="checkbox"/> Class 2 Soft fruit jam | <input type="checkbox"/> Class 9 Cottage industry jam |
| <input type="checkbox"/> Class 3 Stone fruit jam | <input type="checkbox"/> Class 10 WI Co-operative |
| <input type="checkbox"/> Class 4 Man made jam | <input type="checkbox"/> Class 11 Hot and Spicy jam or jelly |
| <input type="checkbox"/> Class 5 Jelly | <input type="checkbox"/> Class 12 The WI recipe: Tutti- Frutti jam |
| <input type="checkbox"/> Class 6 Jam in the public eye | <input type="checkbox"/> Class 13 Boozy jam or jelly |
| <input type="checkbox"/> Class 7 A jam with a difference | |

Entries must reach Denman College by **Friday 30 September**

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*All classes are judged without knowledge of the entrant, therefore both WI members and non-members are judged on the same lines

Entry form continued over page



