

Robertson's To Go

Robertson's will go by the end of next year (2009), ending both a brand and a source of heated debate, according to the industry magazine The Grocer.Â The decision will inevitably trigger suspicions that it has fallen victim to the negative connotations of its long-standing use of the Golly character.

Brand expert Don Williams, of global branding consultancy Pi Global, said: 'The decline of Robertson's has been a particularly sad affair. This once-great, iconic British brand has, in my view, been systematically dismantled.'

The Golly character, a black-faced minstrel doll with his natty red bow tie and trousers, flowing blue jacket and distinctive yellow waistcoat, danced his way across the label on pots for the best part of a century.

The character was loved by many generations of children, spawning badge collections and dolls.

Source: The Mail Online

For full article use the following link:

<http://www.dailymail.co.uk/news/article-1092640/Golly-Theyve-junked-jam-Robertsons-axed-144-years-shelves.html>

Jam factory earmarked for closure

THE historic Robertson's jam factory is one of three earmarked for closure by their new owner - with plans to axe hundreds of jobs in the food industry.

Families across Greater Manchester have been left reeling as Premier Foods said up to 655 jobs would go from the factories - in Droylsden, Wythenshawe and Middlewich.

In Droylsden, the Robertson's jam plant is set to close in October 2008 with the loss of 253 jobs. In Wythenshawe, 109 jobs will go when the factory, making Sharwood cooking sauces, closes in March 2009.

Source:The Manchester Evening News

For full article use the following link:

http://www.manchestereveningnews.co.uk/news/s/1010/1010450_fury_over_jam_firm_jobs_axe.html

Â