

Donate your marvellous medlars for a bee-riliant cause!

This autumn, as part of their commitment to be environmentally friendly, Wiltshire-based condiment maker, Tracklements, are calling for the local community to donate their unwanted medlar fruit. Tracklements turns this peculiar fruit into their delightful Aromatic Medlar Jelly, where 50p from the sale of each jar goes towards helping the bees.



25p from the sale of each jar allows us to purchase bee-friendly medlar trees, which blossom later in the year, after other blossoms have faded, providing an invaluable source of pollen.

AND

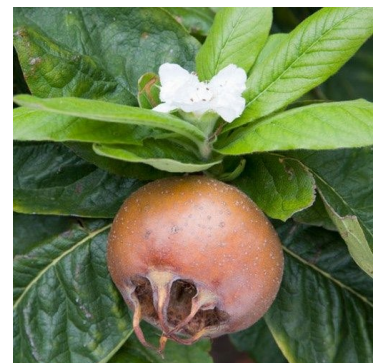


25p from each jar sold is donated to the British Beekeepers' Association, a charity committed to promoting the importance of and protecting the British honeybee.

The project is now in its 14th year and has helped plant almost 200 beautiful bee-friendly medlar trees across Britain and has contributed to Tracklements donating over £3,000 to the British Beekeepers' Association last year alone!

If you're local to Tracklements with any medlars and you'd like to donate to a bee-riliant cause, all you need to do is drop them off at Tracklements HQ (SN16 0RD) from October 1st until November 29th. For full details on the project and on how to win a tree, visit www.tracklements.co.uk.

No medlars? No worries! You can still support the project by purchasing a jar of this sweet, aromatic jelly, just in time to enjoy with warming roasts and cheeseboards!



For more information on Tracklements, contact ella.pitman@tracklements.co.uk or visit www.tracklements.co.uk