



## Fraser Doherty MBE

Entrepreneur and Founder of SuperJam and Beer52.com

*"From my Gran's kitchen to the supermarket shelves and beyond"*

Fraser Doherty MBE is the founder of SuperJam; the 100% fruit jam company. He started the company at the age of fourteen, using his Gran's recipes. Since then, SuperJam has grown to supply over 2,000 supermarkets around the world, selling millions of jars along the way.

### TOPICS:

- How to Start a Business
- Making your Brand Global
- Marketing in the Digital Age
- SuperJam Tea Parties

### LANGUAGES:

He presents in English.

### PUBLICATIONS:

- 2016** 48 Hour Startup: How to Start your own Business in a Weekend
- 2011** SuperBusiness: How I Started SuperJam from My Gran's Kitchen; My Guide to Starting a Business, Having Fun and Doing Good along the Way
- 2010** The SuperJam Cookbook

### IN DETAIL:

As well as being a commercial success, the business has invested in successful charitable projects, running hundreds of free tea parties for the elderly and setting up hundreds of community beekeeping projects. He is also the co-founder of Beer52; the world's largest craft beer club, named by the FT as one of Europe's fastest-growing startup companies. With almost 200,000 monthly subscribers, the company also produces the world's No. 1 craft beer magazine, *Ferment*. Importing beer from a new country each month, they have visited breweries in South Africa, California, Korea (both North and South) and all over Europe. Fraser has shared his incredible story at more than 500+ conferences in 27 countries around the world.

### WHAT HE OFFERS YOU:

In his keynote speeches, Fraser tells his story of how he set up his company 'Superjam' and how as a young entrepreneur, he met head on the challenges of starting a business and the highs and lows of his career. He shows that what can start as a passion, with love and hard work, can grow into something amazing giving hope to anyone who ever dreamed of selling their homemade products to a wider market.

### HOW HE PRESENTS:

In a very inspirational and humorous way, Fraser entertains the audience with a clear and thoughtful talk and handle questions with aplomb.