



## Fraser Doherty MBE

Founder of SuperJam and Co-founder of Beer 52.com

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

Fraser Doherty is a young entrepreneur who founded 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.

### TOPICS:

- How to Start a Business
- Making your Brand Global
- Marketing in the Digital Age
- Corporate Social Responsibility
- The SuperJam Story
- Innovation
- Company Culture

### 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:

SuperJam has been entered into the National Museum of Scotland as an 'Iconic Scottish Brand', has won over 20 innovation awards and launched in seven countries around the world. Fraser believes in giving something back through his success and his 'SuperJam' tea parties are a shining example of using corporate social responsibility to mutually benefit both the community and his company. Fraser co-founded Beer52.com, now the world's largest craft beer club, shipping millions of bottles of beer to its 150,000 customer's doors. In his book, '48-Hour Startup', Fraser uses his experience building a multi-million selling company to attempt an experiment; starting with a blank piece of paper, he sets out to build a completely new business in two days.

### WHAT HE OFFERS YOU:

Through recounting his personal journey as a young entrepreneur, he shares his insights on how to stand out in a competitive market, the importance of design and branding and emphasises that unwavering belief in one's idea is the cornerstone of success. Additionally, he sheds light on the vital roles of social enterprise and corporate social responsibility.

### HOW HE PRESENTS:

Fraser gives hope to anyone who ever dreamed of selling their homemade products to a wider market in a very inspirational and humorous way.