

The Tradition Continues...

Today, the past meets the future at the Grasmere Gingerbread Shop and the Sarah Nelson phenomenon is truly global. Her delicious gingerbread is now sold over the Internet and is championed by leading celebrity chefs including Jamie Oliver, Phil Vickery and Lloyd Grossman. Customers include Hollywood actors, leading politicians and television stars.



Serving customers inside The Grasmere Gingerbread Shop

Like the great Romantic poems, Sarah Nelson's Grasmere Gingerbread has stood the test of time. It has outlasted great social and political upheavals, endured a Royal abdication and survived two world wars. It has been imitated but never bettered and is still **ONLY** available from the Grasmere Gingerbread Shop, Cumbria's tastiest tourist attraction. Visitors from the United States, Australia, the Far East - and even Iceland - are testament to its warming worldwide reputation.

A world service...

Wherever you are in the world enjoy Grasmere Gingerbread via mail order delivery (see separate leaflet for details).



A great taste...

Our delicious home-made traditional Cumberland Rum Butter is a Gold Great Taste Award winner.



A love token...

Grasmere Gingerbread wedding favours add a special touch to a couple's perfect day (see separate leaflet for details).



OPENING TIMES

Monday - Saturday 9.15am - 5.30pm

Sundays 12.30pm - 5.30pm

(Visits by groups and coaches can be pre-arranged outside these hours except Sundays.)

Closed Good Friday, Christmas Eve, Christmas Day and Boxing Day.

Shorter opening times during the winter months - please check by telephoning (015394) 35428 or check the website for full details. Worldwide mail order service - full mail order leaflet available.



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The GRASMERE GINGERBREAD SHOP



Printed by Leeds Printers, Penrith



Discover The Original
Grasmere Gingerbread Shop -
Cumbria's Tastiest Attraction

The best gingerbread in the world...



Grasmere Village

The Jewel of The English Lake District

GRASMERE, home of Sarah Nelson's world-famous gingerbread, sits among a crown of magnificent peaks and fells.

The village's unique ambience, subtly altered by the brushstrokes of the changing seasons, delights visitors from all over the world. Steeped in the celebrated literary tradition of William Wordsworth's 19th century Romantic poetry, Grasmere is the shining jewel of the modern English Lake District...

SARAH NELSON, the creator of Grasmere Gingerbread, is arguably the village's most famous daughter. Creative and ambitious, this Victorian pioneer defied the odds to lay down the solid foundations of a culinary tradition that is as famous as the village from which it takes its name. 'Sarah Nelson's Grasmere Gingerbread' - acknowledged by food critics as 'the best gingerbread in the world' - was first made here in 1854.

That it has survived the death of its creator to become one of the most sought after foodstuffs is testament to its provenance

Like GRASMERE GINGERBREAD, Sarah Nelson was totally unique. Born into a humble home in Bowness,

Cumbria, in 1815, she went into service and eventually became a cook in a gentleman's house in Patterdale, overlooking Ullswater - the lake beside which WILLIAM WORDSWORTH wrote his famous poem 'Daffodils'. Later, in the kitchens at Dale Lodge, home to Lady Marie Farquhar of Grasmere, Sarah was inspired to invent her famous gingerbread and its reputation amongst villagers; local gentry and travellers grew rapidly. In 1854, she moved into a former school house adjoining St Oswald's churchyard - home of the Grasmere

Gingerbread Shop today - with her husband Wilfred and two daughters. Buoyed by the increasing



© The Wordsworth Trust

popularity of her wonderful confectionery - a cross between a biscuit and a cake - she sold it from a tree stump outside the front door. A famous photograph of Sarah - not dissimilar to that of the portrait of Whistler's Mother - captures her in typical dress, white starched apron around her waist and a shawl around her shoulders. She soon became an integral feature of Grasmere.



Sarah at the back of Church Cottage



Despite her culinary success, life remained hard for Sarah, mixing and baking the gingerbread every day, running a home and looking after a husband and two children. Sadly, tuberculosis would later claim the lives of her daughters and after she was widowed in 1880 her half-sister, Anne Kemp, moved in to help run the business. In many ways work was Sarah's salvation and she channelled her formidable energies into satisfying the ever-growing consumer demands of Victorian travellers making a pilgrimage to Wordsworth's grave - just a few yards from where she lived and worked. Most of them called into her cottage, drawn by its irresistible aroma and the fine reputation of



Church Cottage in 1854

her gingerbread.

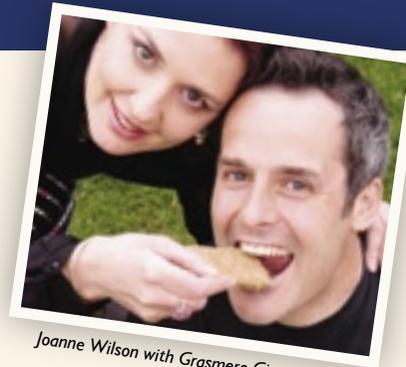
During the final months of Sarah's life, her great niece Agnes German came to care for her - holding her hand when she passed away peacefully in 1904 at the remarkable age of 88. Sarah Nelson lived and worked amongst giants, literary and mountainous, and now she lies buried among them in St Oswald's churchyard - a short stroll from the shop that still bears her name and which continues to bake the world-famous confectionery that she made her own.

Sarah Nelson's legacy to the world has been preserved in a seamless passing of the torch. Today, the shop is managed by Joanne Wilson, whose parents Gerald and Margaret bought the business from her Great Aunt Mary, who ran it with her husband Jack and their previous partner Daisy Hotson who, in turn, had acquired it from Agnes German.

Fiercely loyal to Sarah Nelson's culinary creation and Grasmere itself, Joanne's fondest childhood memories are of the village. "My great great grandparents entertained the Wordsworths for tea and my grandfather looked after the fire in Dove Cottage (home of William Wordsworth). My sense of belonging is ingrained and whilst protecting and preserving the integrity of Sarah Nelson's Grasmere Gingerbread is a great responsibility, it is also a great honour."

Husband Andrew is now the guardian of the secret recipe for Grasmere Gingerbread

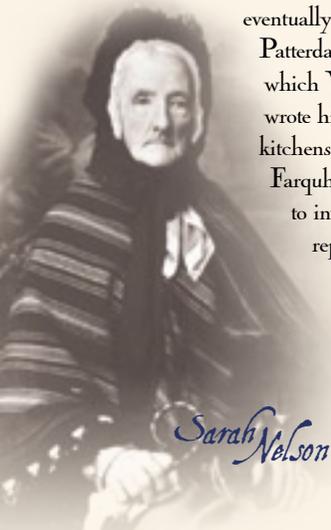
- Sarah Nelson's original scribblings are hidden away in a bank vault - and he mixes and bakes this delicious confectionery fresh each day. Joanne and Andrew's three children - Yasmine, Eden Rose and Eamont - are already immersed in the shop's history and Joanne taught them the alphabet using letters made of gingerbread - a tradition started by Sarah Nelson. Indeed, to celebrate the shop's 150th anniversary in 2004, local schoolchildren dressed in Victorian clothes spelled out Sarah's name in giant gingerbread letters.



Joanne Wilson with Grasmere Gingerbread fan TV chef Phil Vickery



Joanne, Andrew and their children outside The Grasmere Gingerbread Shop



Sarah Nelson