

= Jif (lemon juice) =

Jif is a brand of natural strength lemon juice prepared using lemon juice concentrate and water , whereby the concentrate is reconstituted using water . After reconstitution , it is packaged and marketed . It is sold in the United Kingdom and Ireland by Unilever . Jif is used as a flavourant and ingredient in dishes , and as a condiment . Two tablespoons is around the equivalent of the juice of one lemon . The product has a shelf life of six months .

Jif is packaged in a unique squeeze pack container shaped like a lemon , and in bottles . Development of the plastic container began in the 1950s , and was one of the original blow moulded containers used for food applications . Jif brand lemon juice was established in 1956 . The product is well known for its distinctive packaging , which itself has a unique history .

The original notion of lemon juice being packaged inside lemon @-@ shaped and coloured containers was the brainchild of Edward Hack in the 1950s . Bill Pugh , an English plastics designer , created a prototype based upon Hack 's concept . The company Edward Hack , Ltd. then produced and marketed Hax brand lemon juice in the plastic containers , using juice from Sicily . Stanley Wagner of Coldcrops , Ltd. also independently designed a very similar package , which was used for Realemon brand lemon juice . Realemon was later renamed to ReaLem by Coldcrops . Hax lemon juice was the first to be packaged and marketed in said lemon @-@ shaped container , with Coldcrops following shortly thereafter . A later agreement between Hax and Coldcrops led to Hax leaving the lemon juice business , whereby Coldcrops acquired the marketing rights for lemon juice in plastic lemon containers under the ReaLem brand . Coldcrops was acquired by Reckitt and Colman in 1956 , which rebranded the product under the Jif brand name .

" The Jif Lemon case " occurred in the 1980s , whereby The U.S. company Borden introduced lemon juice packaged in a similar plastic container to the United Kingdom . This resulted in a lawsuit initiated by Reckitt & Coleman against Borden , based upon the notion that Realemon was attempting to copy Jif 's packaging in attempts to mislead consumers , by passing off their product as Jif . The case was settled in 1990 in the Court of Appeal , which ruled in Reckitt & Coleman 's favour .

Jif is sometimes used on pancakes , and was marketed in the past to be used on pancakes for Shrove Tuesday . Due to the extensive advertising campaign and marketing efforts , some consumers referred to Shrove Tuesday as " Jif Lemon Day " .

= = Formulation = =

Jif is prepared from reconstituted lemon concentrate and water as primary ingredients , and is formulated to be the same strength as natural lemons . The concentrate is reconstituted using water . The product contains the food preservative E223 (sodium metabisulphite) . Jif has a shelf life of six months . Two tablespoons is the equivalent of the juice of one lemon .

= = = Nutrition information = = =

A 5 ml serving size of Jif provides 1 kcal (kilocalorie) of energy and 0 @.@ 1 grams of carbohydrate .

= = = Uses = = =

Jif is used as an ingredient and flavourant in dishes and foods , and as a condiment , such as on pancakes . It may be used to add flavour to salads , sauces , fish and seafood , among other foods . It can be used in recipes that require or recommend the use of lemon juice .

= = Packaging = =

Aside from its unique and well @-@ known plastic , lemon @-@ shaped containers containing 55

ml of juice , usually known as " jiffy lemons " or " jif lemons " , Jif lemon juice is also sold in bottles . The plastic container is a squeeze pack container , whereupon squeezing the container releases juice from its nozzle . Jif containers were embossed with the brand name " Jif " in 1956 , the same year the company came into existence . Contemporary Jif containers have the phrase " Jif real lemon juice " embossed on the side of the squeeze pack .

The Jif plastic containers were originally made from polythene , and were one of the original and first blow moulded containers used for food applications . The plastic containers served to replace glass bottles used to package lemon juice . The plastic container was the brainchild of Edward Hack , and the container 's design was undertaken by Bill Pugh , the chief plastics designer at Casceloid . In its development , Pugh carved a core made of wood , covered it with fresh lemon peel to give it a realistic texture , and then cast a plaster mould . This led to the realistic @-@ looking container that significantly resembles a lemon .

Some sources have stated that similar plastic lemon packaging existed in Italy at the time of the end of World War II , prior to the time of the packaging design in the United Kingdom .

= = History = =

= = = Hax , Realemon and ReaLem brands = = =

Edward Hack developed the original idea and model of lemon juice being contained inside lemon @-@ shaped and coloured packaging in the 1950s . The product was then designed and produced by Casceloid Ltd . Hack presented Casceloid with a fresh lemon he acquired at Covent Garden , upon which to base the plastic container . Hack had performed significant searches at several markets to find an optimal model . Casceloid stated that Hack reviewed and evaluated the entire inventory of lemons at Fortnum and Mason 's , Selfridges , Harrods and Covent Garden , the latter of which involved examining three cases of lemons that contained around 300 lemons in each case .

Bill Pugh , the chief plastics designer at Casceloid , based in Leicester , and former Royal Air Force pilot , created a prototype of the blown lemon @-@ shaped plastic shaped container based upon Hack 's idea sometime in the 1950s , as well as other types of blown containers . Pugh 's experimented with the initial design until he was satisfied with its appearance . This plastic lemon product was then used for Hax lemon juice . Edward Hack , Ltd. produced and marketed Hax brand squeezable plastic lemon containers filled with two ounces of Sicilian lemon juice . Per Edward Hack , Ltd . , the juice was unfiltered , had no water added to it , and contained a preservative to prevent spoilage . Retailers could purchase the product in packs of six bags that contained 12 squeeze packs each , totalling 72 units . Upon introduction to the marketplace , Hax juice and the plastic lemon design received some press coverage per the unique nature and newness of the design . The Hax logo used on Hax lemon juice dates back to at least 1935 , at which time it was used in advertisements for Hax brand iodine pencils and Hax brand aspirin .

The plastic lemon container and the idea of marketing lemon juice in this manner was also undertaken independently by Stanley Wagner , a businessperson in the frozen food industry , and also a former Royal Air Force fighter pilot . Wagner 's plastic lemon was produced by Shipton , a plastics company . Wagner was with the company Coldcrops , Ltd . , which produced Realemon . The Realemon trademark was developed and used for a lemon juice product based upon reconstitution in the 1940s . Realemon was later renamed to ReaLem by Coldcrops . Hax lemon juice was the first to be packaged and marketed in said lemon @-@ shaped container , with Coldcrops following shortly thereafter with their own design . It is of intrigue to some that both Pugh and Wagner were both former Royal Air Force pilots .

Over the course of a ten @-@ month period from mid @-@ 1955 to early 1956 more than six million of the plastic juice lemons were sold by Coldcrops . This initially began under the brand name " Realemon " , and then after an objection by the then Board of Trade , the name was changed to " ReaLem " and marketed with the slogan " juice in a jiffy " . The Board of Trade objected because it

was perceived that Coldcrops was possibly passing off their product as the Realemon brand from the United States . During this same time period , Hax was marketing tomato ketchup and brown sauce in custom @-@ shaped plastic containers , for use on restaurant tables . After a long argument about plastic containers , the two companies agreed that they would not compete with one @-@ another , and Coldcrops took the marketing rights for plastic lemons under the ReaLem brand . Coldcrops would market ReaLem lemon juice and agreed to not enter other plastic container markets .

= = = Jif brand = = =

Reckitt and Colman approached Stanley Wagner to buy Coldcrops , and after a very long negotiation a deal was concluded . A letter from Barclays Bank dated 21 June 1956 reads " Dear Mr Wagner , I have pleasure in enclosing two copies of the Draft for £ credited to your account , which the Bank will be pleased if you will accept as a souvenir of this most successful transaction " . The deal transferred ownership of the packaging and concept from Coldcrops to Reckitt & Coleman , and the new Jif @-@ brand lemon juice was launched in 1956 . All parties were delighted , Stanley Wagner with a substantial sum of money , for those days and a large profit from the six million lemons that had been sold , Reckitt 's even more so because the negotiating team had permission to pay far more for the business than they were able to achieve . Lemon farmers in Sicily were also pleased , because the demand had increased for Sicilian lemon juice , which was largely a by @-@ product of Sicilian lemon oil production . For many years , whilst producing lemon oil , Sicilians had found little use for the juice . Now there was a rapidly growing market for their near @-@ waste product . In 1970 , Jif continued to be prepared with lemon juice from Sicily . Later on , Unilever acquired the Jif brand in 1995 for the price of £ 250m , when it purchased Colman 's of Norwich .

At the time of Jif 's product launch in 1956 , it was marketed with the tagline ' Real lemon juice in a Jif ' . In 1956 , Jif was the sole brand of lemon juice packaged in a squeeze pack container in the United Kingdom . The new Jif brand used the packaging developed by Edward Hack .

= = = Competitors = = =

The U.S. company Borden acquired the rights to the ReaLemon brand of lemon juice in the United States in 1962 when it purchased the ReaLemon @-@ Puritan Company for around \$ 12 @. @ 4 million . ReaLemon had began production in the U.S. in the 1930s .

Sales of ReaLemon realized successful profits in Europe in 1975 , at which time Borden expanded into the United Kingdom market , purveying a 250 ml bottle of lemon juice . By 1980 , ReaLemon comprised around 25 % of the U.K. lemon juice market . In response to this competition , Reckitt & Coleman began producing Jif in 150 ml- and 250 ml @-@ sized bottles . Borden then began making plans to market ReaLemon in a lemon @-@ shaped package that was similar to Jif 's packaging . This resulted in a lawsuit initiated by Reckitt & Coleman against Borden , based upon the notion that ReaLemon was attempting to copy Jif 's packaging in attempts to mislead consumers , by passing off their product as Jif .

The case became known as " The Jif Lemon case " , and was settled in 1990 in the Court of Appeal . It was ruled that a sufficient public recognition of Jif 's packaging was existent , which created an established reputation for the brand . The ruling stated that consumers would be " likely to believe that the ReaLemon was a Jif Lemon when they saw it on a supermarket shelf . " The ruling in Reckitt & Colman 's favour occurred even though Reckitt & Colman did not register the plastic lemon packaging .

= = Marketing = =

Jif is sometimes used on pancakes . A well @-@ known advertising campaign introduced the catch @-@ phrase " Don 't forget the pancakes on Jif lemon day , " in reference to Shrove Tuesday , which is also referred to as Pancake Day . The campaign and slogan was devised by Reckitt and

Colman . The Jif lemon @-@ shaped packaging aligned Jif with the consumption of pancakes on Shrove Tuesday in consumers ' minds , creating a strong link between the product and Shrove Tuesday . Due to the advertising campaign and marketing efforts , some consumers referred to Shrove Tuesday as " Jif Lemon Day " . Jif and pancakes is a popular combination on Shrove Tuesday . In 2000 , over 80 @, @ 000 Jif lemons were being produced per day to meet consumer demand for Pancake Day , beginning five weeks prior to Pancake Day . This occurred despite fresh lemons having greater availability during this time compared to other time periods .