

## Darbo – an Austrian family tradition

The Darbo family began making jams and syrups from fruit in 1879. Darbo steadily gained market share and expanded its range in both the foodservice and food retail industry and became the market leader for jams and honeys in Austria. Its success in Austria served as an encouraging confirmation that its strategy was working, so the company also ventured the odd glimpse abroad too.

Darbo is now a well-known medium-sized family firm that makes high-quality products at three sites in Tyrol for restaurants and hotels as well as for the foodservice and food processing industries in Austria and abroad. All Darbo jams are carefully warmed and gently stirred to preserve the natural fruit aroma.

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Carton: