

PERA 2017

INNOVATIVE BUSINESS FINALIST

Fruitlips



Liebre Jacobs and her partner, Elouise Josephs established FruitLips in February 2014 and positioned the business by stabilising people, markets, finance and infrastructure. They saw an opportunity in the market to connect people, fruit and business in the Piket-Bo-Berg area.

Elouise Josephs, Deidre Eigelaar and Liebre Jacobs

FruitLips is a fruit manufacturing company delivering jams, marmalades, chutneys and fruit in syrup to selected retail stores. The focus of FruitLips is to create fresh, hand-made jams while retaining the highest quality of standards. The aim of FruitLips is to infuse this bespoke product with the re-energising and tranquil feelings the mountains give in every bite of the home-made jam.

Slowly and painstakingly Liebre and Elouise, are growing FruitLips into a solid business. Their one objective is to create jobs for an energetic and positive group of people. Not only is FruitLips creating sustainable jobs, but building accountable citizens.

FruitLips is an ecologically full-circle company by recycling water to use in their processes. The peels and pips of the fruit used and the fruit off cuts are turned into biological fertilizer by using red earthworms.

The artisan products of FruitLips are for the refined foodies and “lekkerbekke”. Initiative and new concepts are the drive, creating vibrant new fruit related products.

Liebre and the team is an excellent example of a person opening up, and creating opportunities through discipline and hard work.

To contact FruitLips, email Elouise Josephs, Deidre Eigelaar and Liebre Jacobs at info@fruitlips.co.za or call 0721005659/0229145050