



# Taste Joy Co

Ambient

## Background

Taste Joy Company is a husband and wife team that started at the end of their first date in June 2016 when Callum surprised Tara with a jar of peanut butter because she said it made any day perfect.

Tara had always been a lover of peanut butter and now Callum had found a unique way to winning her heart, so he started to work on recipes with the hope of reintroducing her to a better version of her favourite product.

Then on Christmas of 2016, he carefully wrapped up his peanut butter creations and presented them, and based on the magnitude of the response it was obvious that refills would be required.

Callum promised to make peanut butter for the rest of Tara's life. He also proposed after just 3 months of knowing each other, and saying "yes" was the easiest and quickest decision Tara ever made.

Friends and family began showing interest and placing peanut butter orders and over time word started to spread, and it began to grow into a business.

In a nutshell Taste Joy is made with love for love, always was and always will be. It was too good to keep a lid on.

Our Values

No palm oil

All our products are free of artificial flavours and preservatives.

Gluten free

We are already working to reduce and be free of single-use plastics, we use recyclable glass jars and paper labels.

## Product Range

Crunchy Peanut Butter Double Roasted  
Dark Chocolate and Orange Peanut Butter Double Roasted  
Smooth Peanut Butter Double Roasted  
Irish Stout Infused Peanut Butter

## Awards held

- Blas na h'Eireann Awards 2024: Gold for Double Roasted Crunchy Peanut Butter
- Blas na h'Eireann Awards 2023: Gold for Simply Better Double Roasted Crunchy Peanut Butter
- Great Taste Awards 2023: Two Gold Stars for Taste Joy Double Roasted Smooth Peanut Butter & One Gold Star for Taste Joy Double Roasted Crunchy Peanut Butter
- Blas na h'Eireann Awards 2022: Bronze Award for Dunnes Stores Simply Better Double Roasted Smooth Peanut Butter

## Contact this supplier

- **Callum & Tara Joy**

21 Greenmount Road,  
Coleraine,  
Co Londonderry/Derry  
Northern Ireland  
BT51 3QF

## Image Gallery





