

WADE

Fish jug



MADE IN
ENGLAND



The Wade Story



1810

Henry Hallen Potteries
First Established

1905

George Wade takes
over Henry Hallen
Potteries



1958

Various Wade
family businesses
consolidated by George
Wade to become Wade
Potteries Limited

1999

Beauford PLC
management buyout
and became Wade
Allied Holdings



2009

£7.9m invested into the
development of a new
factory in Etruria, Stoke

2010's

Wade prospers with increased
production capacity &
capability producing The
Wade Fish Jug and Flagons for
distilleries



2022

Wade Ceramics
enters administration
in December

RKW

1867

Wade Ceramics
founded and made
up of 3 different Wade
family businesses

1950

Wade becomes
renowned for its ranges
of collectable animals
called Whimsies



1998

Wade Potteries taken
over by Beauford PLC
and renamed Wade
Ceramics



2000's

Wade launches its
successful range of
Milton Brook mortar
& pestles products

2010

Burslem factory closed
after operating for
circa 150 years

2020

Business struggles
through COVID
and loses major
distillery contracts

2023

RKW buys the Wade
brand ensuring the
brand remains in
Staffordshire

HISTORY OF THE WADE *Fish Jug*

- The original form of the Wade Fish Jug originated over 150 years ago by potters Thomas Forester & Son in Stoke on Trent
- It then passed through the hands of many manufacturers' based around the Staffordshire area
- After the Second World War, Dartmouth pottery took over the production. This was when the jug really found fame as a pair of jugs were made for the late Queen and Prince Phillip in 1958. Dartmouth pottery manufactured the jug until its closure in 2002
- Wade then bought the mould of the jug and brought the statement piece back to its original home, in Staffordshire



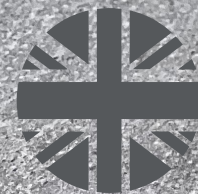
THE WADE *Fish Jug*

Introducing an iconic piece of British design, the world-renowned Wade Fish Jugs are available in two key sizes, 0.6 litre and 1.2 litre.

The contemporary fish shape jugs are beautiful making them a fantastic centrepiece for all occasions. One of the hallmarks of the Wade Fish Jug has always been the authentic glugging sound it makes whilst pouring.

The desire for these distinguished jugs has stood the test of time with the first jug made over 150 years ago in Staffordshire. The jugs are a kitchen favourite, with multiple uses including but not limited to a water jug, wine decanter, beautiful vase or decorative statement piece anywhere in the home.

We are proud that these beautiful jugs are still hand crafted in Stoke on Trent, the Heart of the Pottery Industry.



HOW WE MAKE OUR WADE

Fish Jug

Our Wade Fish Jug is expertly handcrafted using traditional production methods. Made with a clay material called Earthenware, each piece is lovingly created using an intricate manufacturing process that ensures the highest quality at every stage of production.

The jugs are made using high quality English Earthenware, the clay is sourced from the South of England and is one of the oldest types of clay used in pottery making.

Earthenware is very versatile and lends itself perfectly to a production technique called 'slip casting' which is how the iconic jugs are manufactured.

Using the traditional slip casting technique, the Wade Fish Jugs are formed using a plaster mould. Once the item is dry, the jugs are delicately removed from the mould and fired in the kiln.

Each jug is then hand dipped in glaze and will go through its final firing, before being packed and ready to sell.



Item Range

Medium Fish Jug

0.6L

22cm tall

Large Fish Jug

1.2L

27.5cm tall

Features

- Iconic and original Wade Fish Jug
- Can be used as a jug for liquids, but the unique design also makes the perfect statement piece, ornament or vase
- The jug will make the hallmark 'Gurgling' sound when poured at three quarters full
- The open mouth of the fish forms the opening for pouring and the fishtail curves around to create the handle
- Handcrafted in Stoke on Trent using English Earthenware
- Available in two key sizes and a range of 6 authentic colourways, each piece is finished in a high gloss glaze
- This original Wade item will make the perfect gift and a must have item for any design lover

Item Codes

Phase 1

WA967802WHT – White 0.6L

WA967802TEA – Teal/Agave 0.6L

WA967802SGE – Sage Green 0.6L

WA967802GRY – French Grey 0.6L

WA967802COB – Cobalt Blue 0.6L

WA967802GRN – Forest Green 0.6L

WA967803WHT – White 1.2L

WA967803TEA – Teal/Agave 1.2L

WA967803SGE – Sage Green 1.2L

WA967803GRY – French Grey 1.2L

WA967803COB – Cobalt Blue 1.2L

WA967803GRN – Forest Green 1.2L

Phase 2

WA967802SEA – Sea Blue 0.6L

WA967802EAU – Eau De Nil 0.6L

WA967802YLW – Yellow 0.6L

WA967802RED – Red 0.6L

WA967802ORA – Orange 0.6L

WA967802PNK – Pink 0.6L

WA967803SEA – Sea Blue 1.2L

WA967803EAU – Eau De Nil 1.2L

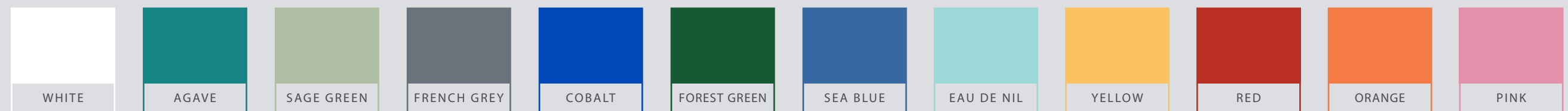
WA967803YLW – Yellow 1.2L

WA967803RED – Red 1.2L

WA967803ORA – Orange 1.2L

WA967803PNK – Pink 1.2L

Colours



Phase 1

Phase 2

Phase 1

Phase 2

0.6L Jug



White
WA967802WHT



Agave
WA967802TEA



Sage Green
WA967802SGE



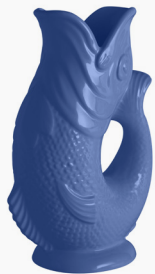
French Grey
WA967802GRY



Cobalt
WA967802COB



Forest Green
WA967802GRN



Sea Blue
WA967802SEA



Eau De Nil
WA967802EAU



Yellow
WA967802YLN



Red
WA967802RED



Orange
WA967802ORA

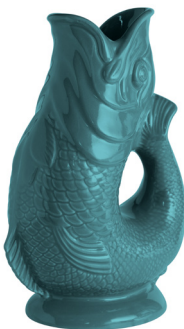


Pink
WA967802PNK

1.2L Jug



White
WA967803WHT



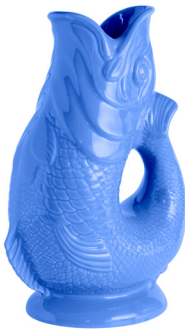
Agave
WA967803TEA



Sage Green
WA967803SGE



French Grey
WA967803GRY



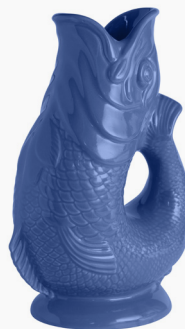
Cobalt
WA967803COB



Forest Green
WA967803GRN

Range
of
Colours

1.2L Jug



Sea Blue
WA967803SEA



Eau De Nil
WA967803EAU



Yellow
WA967803YLN



Red
WA967803RED

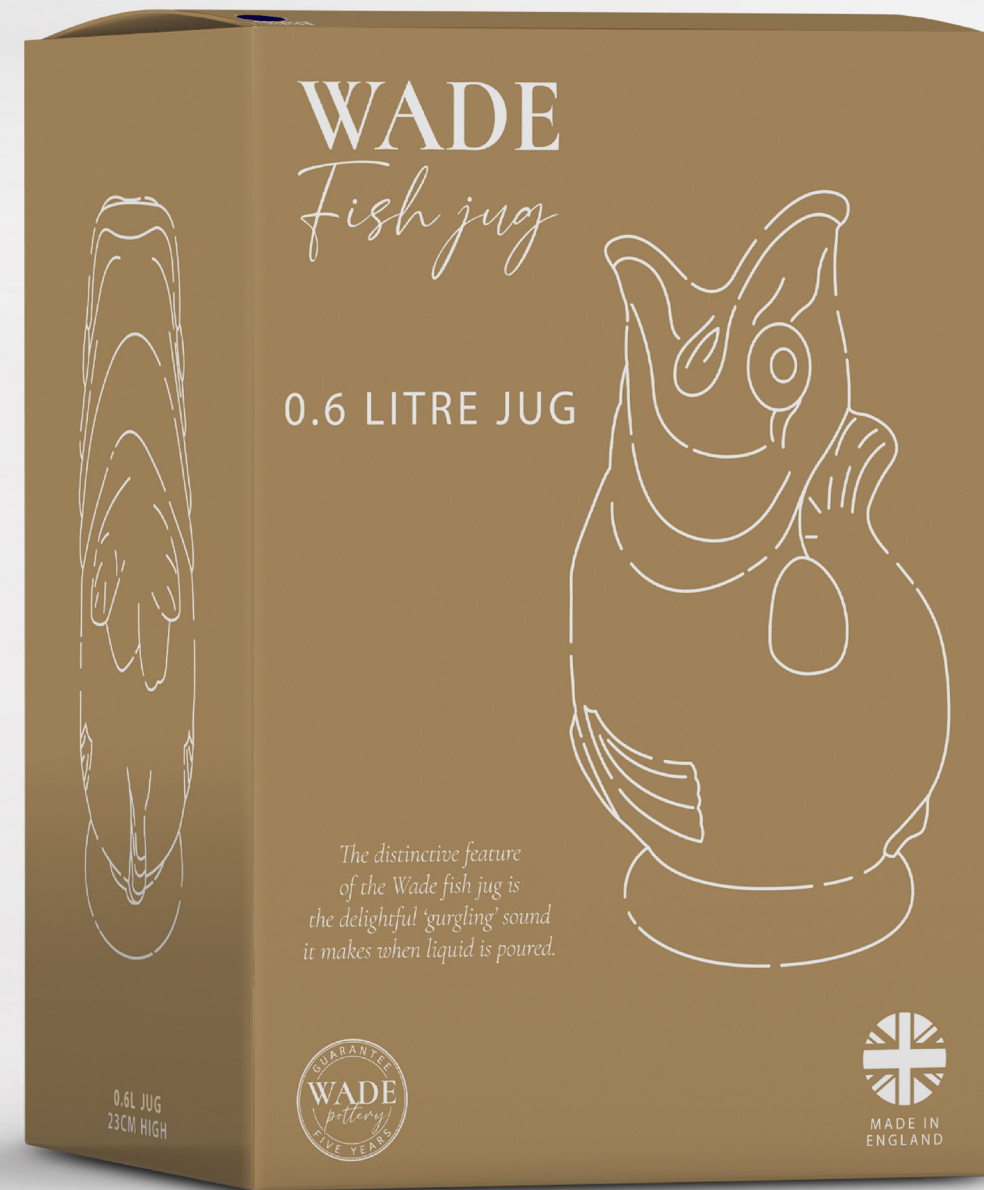


Orange
WA967803ORA



Pink
WA967803PNK

Packaging Concept



A black and white photograph of a hand pouring liquid from a fish-shaped jug into a glass jar. The jug is designed to look like a fish, with a handle on its back and a spout at its mouth. The liquid is being poured from the spout into the jar. The background is slightly blurred, showing what appears to be a kitchen setting.

THE FAMOUS

'Gurgling' Sound

The delightful Wade Fish Jug features the wonderful gurgling sound when liquid is poured from the jug at three-quarters full, it is a result of an air lock in the fish tail when the bubbles come out.





WADE
pottery
ENGLAND 1810

Thank you for your
continuous support



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