

# Master Document

Content Master Document	
<b>Code</b>	WA967803SGE
<b>Name</b>	Wade Fish Jug 1.2L Sage
<b>Brand</b>	WADE
<b>Colour</b>	Sage
<b>Collection</b>	Wade Fish Jug
<b>IPG</b>	HDE

Amazon / E-Comm Product Title
Wade Fish Jug, Handcrafted in Stoke-on-Trent, England, Iconic Award-Winning UK Heritage, Made from English Earthenware, 1.2L, Sage, WA967803SGE

Taglines
Add unique UK ceramic heritage to your home
Made at the heart of UK pottery

Caption Text (Packaging)	
<b>Name</b>	<b>Description</b>
STEEPED IN HERITAGE	Created using the original Wade design, an iconic heritage piece worldwide for over 150 years
VERSATILE USE	Store liquids, utilise as a water jug or carafe or use as a decorative ornament, vase & eye-catching table centrepiece
ENGLISH EARTHENWARE	Handcrafted in the UK using high quality English earthenware to ensure the jug showcases the exceptional craftsmanship Wade is renowned for
AUTHENTIC GURLING SOUND	The unique gurgling sound adds an extra layer of charm to mealtimes or social events
FISH SHAPED DESIGN	Formed in a unique fish shape, the mouth forms the opening of the jug for easy pouring, whilst the fishtail curves to create an ergonomic handle
5 YEAR GUARANTEE	Timeless Wade quality with a 5 year extended guarantee

Specifications
Iconic Wade Fish Jug
Makes gurgling noise when poured at three quarters full
Easy to grip handle
Crafted from UK Earthenware
Made in Stoke-on-Trent
Versatile for storing liquids or as a decorative piece
Fish shaped design with high gloss glaze
1.2L capacity
Handwash recommended
H26.5cm x W17.5cm x D10cm

USP	
Name	Description
STEEPED IN HERITAGE & AUTHENTICITY	Created using the original Wade design, this Fish Jug has been an iconic heritage piece worldwide for over 150 years. The unique gurgle sound adds an extra layer of charm to mealtimes or social events and occurs if the jug is at least three quarters full when poured.

Condensed Feature Text (Carousels)
Made in the heart of ceramics, Stoke-on-Trent, and cherished in homes for over 150 years
Perfect for serving water or wine, use as a decorative centrepiece, vase or ornament
Produces the iconic gurgling sound when poured—an authenticity that delights guests
Charming fish-shape, with mouth forming the spout and curved tail acting as an easy-grip handle
Made using premium UK earthenware with a high gloss glaze (handwash recommended)

Lead Features	
Name	Description
HANDCRAFTED IN STOKE-ON-TRENT, ENGLAND	Our award-winning Fish Jug has been created using the original Wade design, a staple in homes worldwide for over 150 years. It's handcrafted in Stoke-on-Trent at the heart of the Pottery Industry, so steeped in rich UK heritage.
VERSATILE USE	With a 1.2L capacity, you can use it as a water jug or wine carafe to serve family and friends drinks in style at gatherings. The unique design also makes it the ideal display item as a centrepiece on any table setting, an ornament or even as a stylish vase.
CRAFTED FROM ENGLISH EARTHENWARE	Handcrafted in the UK using high quality English earthenware, showcasing the exceptional craftsmanship Wade is renowned for. A luxurious high gloss glaze on the exterior of the jug makes it stand out as a high quality addition to any home.
AUTHENTIC GURGLING SOUND	One of the hallmarks of the fish jug has always been the authentic gurgling sound it makes whilst pouring. It adds an extra layer of charm to any table setting and works as a conversation starter. The jug produces the signature sound when pouring it at least three quarters full.
FISH SHAPED DESIGN	The unique koi fish shape is perfect for any table setting, adding a touch of style to the home. The fish mouth forms the opening of the jug for simple and fuss-free pouring without spillages, whilst the tail curves round to create an ergonomic handle with a comfortable grip. Engraved details add a unique texture to the jug and enhance the overall aesthetic.
PERFECT GIFT & COLLECTORS ITEM	Whether you're celebrating a birthday, wedding or new home or simply expanding your Wade collection, our iconic Fish Jug is perfect for any lover of UK Heritage.
HANDWASH RECOMMENDED	Handwash is recommended to keep the glaze in pristine condition so your Fish Jug will always look its best.
5 YEAR GUARANTEE	Timeless Wade quality with a 1 year guarantee & optional 4 year extension, subject to product registration online.
TIMELESS CLASSICS FROM WADE	With more than 200 years of excellence in ceramics, renowned great British brand Wade create timeless, eye-catching pieces that offer a unique charm. Taking pride of place in homes across the globe, Wade ceramics are carefully crafted to ensure each piece meets the high standards that they are famous for.

Amazon Lead Features	
Name	Description
STEEPED IN HERITAGE	This Fish Jug has been created using the original Wade design, a staple in homes worldwide for over 150 years. It's handcrafted from premium English earthenware in Stoke-on-Trent at the heart of the pottery Industry, so steeped in rich UK heritage
VERSATILE USE	With a 1.2L capacity, you can use it as a water jug or wine carafe to serve family and friends drinks in style. The unique design also makes it the ideal display item as a centrepiece on any table setting, an ornament or even as a stylish vase
CRAFTED ELEGANCE WITH FUNCTIONAL DESIGN	It has a distinctive koi fish shape, with easy-pour mouth, ergonomic tail handle, and engraved detailing. The luxurious high-gloss glaze elevates any table setting as a standout centrepiece and makes for the perfect gift. Handwash recommended
AUTHENTIC GURGLING SOUND	One of the hallmarks of the fish jug is the signature gurgling sound it makes whilst pouring at least three quarters full, adding an extra layer of charm to any table setting
5 YEAR GUARANTEE	Timeless Wade quality with a 1 year guarantee & optional 4 year extension, subject to product registration online

#### Short Description (94 words)

Add a touch of UK ceramic heritage to your home with this 1.2L Fish Jug from Wade. Created using the original iconic Wade design that continues to delight homes across the world for over 150 years. This award-winning fish jug is the perfect statement piece for any home. Handcrafted in the heart of the pottery industry using English earthenware, it showcases and celebrates exceptional craftsmanship. Handwash recommended. Whether you're celebrating a birthday, wedding or new home or simply expanding your Wade collection, our iconic Fish Jug is perfect for any lover of UK Heritage.

#### Long Description (225 words)

Add a touch of UK ceramic heritage to your home with this 1.2L Fish Jug from Wade. Created using the original iconic Wade design that continues to delight homes across the world for over 150 years. This award-winning fish jug is the perfect statement piece for any home. Handcrafted in Stoke-on-Trent, the heart of the pottery industry using English Earthenware, it showcases and celebrates exceptional craftsmanship. The 1.2L capacity means you can use it as a water jug or wine carafe at family mealtimes or social gatherings, while also being the ideal ornament, vase or table centrepiece, it just oozes style. The unique gurgling sound has long been a hallmark for the jug and it will produce the sound when pouring the jug if it is at least three quarters full. Formed in the shape of a fish, the mouth perfectly lines up to create an easy pour spout, whilst the tail curves up to create an ergonomic handle with a comfortable grip. It is the perfect gift for any heritage brand lover and would be great for weddings, birthdays and housewarming parties. Handwash is recommended to maintain the glaze and to keep the jug looking its best. Whether you're celebrating a birthday, wedding or new home or simply expanding your Wade collection, our iconic Fish Jug is perfect for any lover of UK Heritage.

**Keywords**

WA967803SGE

WADE

Sage

UK Heritage design

Wade Ceramics

Traditional fish design

Fish Jug

Gluggle Jug

Glug Glug Jug

Fish jug

Gurgle sound

Made In Stoke-on-Trent

British Heritage

1.2L

Handwash only

Gurgle fish jug

Classic ceramics

HOME DECORATION