

Fox's Jam 'n' Cream Raspberry & Vanilla: the sandwich biscuit explained

From the teas.co.uk wiki

Fox's Jam 'n' Cream Raspberry & Vanilla: the sandwich biscuit explained, in

summary: Two crisp rounds held together by vanilla cream, with raspberry flavoured apple jam at the centre. Keep the packet cool, never dunk one, and pour a plain strong tea to cut the sweetness.

Last reviewed by the teas.co.uk team in September 2026.

The jam in a Jam 'n' Cream is, according to the published label, a raspberry flavoured apple jam, and its sharpness is what stops the biscuit tasting of sugar alone. The jam sits inside a three-part sandwich, and that construction is also the biscuit's weak point.

Three parts, one bite

Two plain, crisp rounds do the structural work and add a quiet shortcake note, little more. Between them sits a sweet vanilla cream, which carries most of the sugar, and set into the middle of that cream is the jam. The label names it raspberry flavoured apple jam at 9% of the biscuit, made with apple purée and coloured with anthocyanins.

That plain biscuit is deliberate. A strongly flavoured round on each side would leave the fruit nowhere to be noticed, so the jam takes the stage and supplies the acidity that keeps the cream from reading as flat sweetness. The ingredients also show wheat flour, dried skimmed milk and soya lecithin, and the allergen statement lists wheat (gluten), milk and soya.

Why it stays out of the mug

Fat is all that holds the two rounds together, and fat softens with heat. Dip one in tea and the cream goes slack within a second, the jam moves with it and the sandwich parts in the cup. Keep it dry and let the tea work on it between bites; this is a biscuit for beside the cup, never for inside it.

The same weakness matters in [storage](#). A warm kitchen, a sunny windowsill or a spot next to the kettle is enough to loosen the cream, and once the jam starts to slide the top round begins to shift. Keep the packet

somewhere cool and shaded, and close it up after opening, because the crisp rounds are the first part to go stale.

The tin biscuit and its tea

Jam 'n' Cream belongs to Fox's everyday range, not its chocolate-coated lines. It is the sort of biscuit that lives in the tin and gets topped up without a second thought, and a 150g packet suits that. If you want [chocolate](#) from the same maker, the Milk Chocolate Viennese is the richer choice; for a plate of guests, the Classic Selection gives more variety.

A biscuit this sweet needs tannin against it. Pour a strong, unsugared tea such as an [English breakfast](#) or a Welsh blend, with milk if you like; a black coffee works too. For a gentler match, a vanilla [redbush](#) echoes the cream instead of cutting through it, which suits a slow afternoon rather than a quick break at the desk.

The packs we stock

- [Fox's Biscuits Jam 'n' Cream Raspberry & Vanilla Biscuits, 150g](#) (barcode 5010035558532)

What the label says

The published ingredient list for Fox's Biscuits Jam 'n' Cream Raspberry & Vanilla Biscuits, 150g says it contains wheat (gluten), milk and soya. Check the current UK pack before purchase; formulations and allergen advice can change.

Ingredients, as published: Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Sugar, Palm Oil, Raspberry Flavoured Apple Jam (9%) (Apple Purée, Glucose-Fructose Syrup, Invert Sugar Syrup, Sugar, Gelling Agent: Pectins; Colour: Anthocyanins; Flavouring, Acidity Regulator: Sodium Citrates; Acid: Citric Acid), Glucose Syrup, Palm Kernel Oil, Dried Skimmed Milk, Partially Inverted Sugar Syrup, Salt, Raising Agents: Ammonium Bicarbonates, Sodium Bicarbonates, Flavourings, Emulsifier: Soya Lecithin.

Typical values per 100g Per 100g

Energy	494 kcal
Fat	22.9g
of which saturates	12.1g
Carbohydrate	66.7g
of which sugars	28.5g
Fibre	1.2g
Protein	4.6g
Salt	0.42g

Ingredient and nutrition information for this product, as published on the manufacturer's label. The pack in your hands is the final word.

What to drink with it

- [Glengettie Welsh Breakfast Tea, 80 Tea Bags 250g](#): A strong Welsh breakfast blend with the tannin to cut through jam and cream.
- [Twinings English Breakfast Loose Tea, 125g](#): A loose-leaf English breakfast for a proper pot when the [biscuits](#) are going round the table.
- [Yorkshire Tea Gold Blend Loose Leaf Tea, 250g](#): A full, rounded loose-leaf pot for a slower afternoon, strong enough to balance the sugar.
- [Tetley Redbush Vanilla, 40 Tea Bags 100g](#): Vanilla redbush picks up the vanilla cream for a softer, rounder pairing.

Elsewhere in the Fox's range

- [Fox's Biscuits Chocolatey Biscuit Selection, 355g](#)
- [Fox's Biscuits Chocolatey Cookies Assortment, 365g](#)
- [Fox's Biscuits Classic Biscuit Selection, 275g](#)
- [Fox's Biscuits Milk Chocolate Viennese, 120g](#)
- [Fox's Biscuits Rocky Caramel Biscuit Bars Multipack, 7 Pack 136.5g](#)
- [Fox's Biscuits Rocky Mint Biscuit Bars Multipack, 7 Pack 138g](#)

The full range is on the [Fox's brand page](#).

FAQ

What is in a Fox's Jam 'n' Cream biscuit? Two crisp rounds, a vanilla cream layer and a centre of jam that the label names as raspberry flavoured apple jam.

Can you dunk Jam 'n' Cream biscuits? No. The cream softens almost instantly in hot tea and the sandwich comes apart.

What tea goes with jam and cream biscuits? A plain, strong tea without sugar, such as an English or Welsh breakfast blend. A black coffee works as well.

Are Jam 'n' Cream biscuits suitable if you avoid milk? No. The ingredients include dried skimmed milk, and the allergen statement lists wheat (gluten), milk and soya. Always check the current pack.

How should I store sandwich biscuits? Somewhere cool, away from the kettle and out of the sun, with the packet closed; warmth loosens the cream.

Curator's note: Two from the tin, a strong mug and no dunking: that is how this biscuit wants to be eaten. Keep the packet at the far end of the worktop from the kettle. Lee, teas.co.uk, Tunbridge Wells.

In short: Fox's Jam 'n' Cream Raspberry & Vanilla: the sandwich biscuit explained

Field	Detail
Brand	Fox's
Packs we stock	150g
Category	Biscuits

Field	Detail
Allergens (as published)	It contains wheat (gluten), milk and soya.
Dunkable	No, the cream gives way
Best with	A strong English or Welsh breakfast tea
Store	Cool and shaded, away from the kettle

More from the tea wiki

- [Tea and Biscuits](#)
- [Biscuit Dunking Physics: The Real Science](#)
- [Tea Pairing Principles: Reason, Don't Memorise](#)
- [Tea With Cake: The Pairing That Never Fails \(If You Get It Right\)](#)
- [Tea and Food Pairing: The Five Principles](#)

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