# Novium Museum launches public search for rare miniature anchovy paste jar ahead of Shippam’s exhibition



The Novium Museum in Chichester is on the hunt for a very special artefact: a miniature jar of anchovy paste that was gifted to Queen Mary during her memorable visit to the Shippam's factory in 1924. This tiny but significant item, part of a unique series made specifically for display in a dolls' house, encapsulates a fascinating slice of local history. The museum's search is tied to the upcoming exhibition titled "Hurrah for Shippam's!", set to launch on 12 July 2025, which will delve into the rich history of the Shippam's brand, renowned not only for its inventive advertising but also for its deep community roots.

The request for public assistance in locating the miniature jar comes amid preparations for this exhibition, which promises to be a multi-faceted celebration of Shippam’s story. The jar, initially presented at the East Walls factory, has become a rare collector's item, particularly after several were auctioned locally last year. John Cross, the councillor responsible for culture in the Chichester District, underscored the significance of this artefact, stating, "This is a tiny jar with a big story. It's a wonderful example of how Shippam's reached from Chichester all the way to the royal family."

Shippam's itself has an illustrious history dating back to 1786, having evolved from a small grocery store that supplied provisions to the Royal Navy during the Napoleonic Wars into a respected name in potted meats and fish pastes well-known both locally and internationally. The company gained notoriety for its groundbreaking advertising campaigns, including one of the first television adverts aired in 1955. Throughout its history, Shippam's has maintained strong ties to the Chichester community, which will be highlighted through the exhibition's focus on local narratives and experiences.

The funding for the exhibition has been secured from Arts Council England, amounting to £44,593, and aims to engage the public through a combination of digitisation of archives, oral histories, and the showcase of factory-floor artefacts. Volunteers and former employees from Shippam's are playing integral roles in piecing together this narrative, ensuring that the local community's legacy is both celebrated and preserved.

As the museum reaches out to collectors and history enthusiasts, it is clear that the search for the miniature anchovy paste jar is more than just an appeal; it embodies a larger effort to honour a local institution that has shaped the culinary landscape of Chichester. Those who may possess the jar or have knowledge of its whereabouts are encouraged to probe through their collectibles and family heirlooms, contributing to a slice of history that connects the present to the past.

The Novium Museum's initiative is not just about recovering an object; it is about reigniting community pride and weaving together individual stories into the broader tapestry of local heritage. This search promises to unite residents in a shared appreciation of Chichester's historical narratives, celebrating an industry that has long served as a point of local identity.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.theargus.co.uk/news/25156435.chichester-novium-museum-search-rare-item/?ref=rss), [[2]](https://www.chichester.gov.uk/article/39833/The-Novium-Museum-launches-public-search-ahead-of-major-Shippam%27s-exhibition)
* Paragraph 2 – [[1]](https://www.theargus.co.uk/news/25156435.chichester-novium-museum-search-rare-item/?ref=rss), [[3]](https://www.thenovium.org.uk/shippams)
* Paragraph 3 – [[4]](https://www.thenovium.org.uk/article/33918/Shippam%27s-of-Chichester), [[5]](https://www.thenovium.org.uk/article/28861/The-History-of-Shippams)
* Paragraph 4 – [[2]](https://www.chichester.gov.uk/article/39833/The-Novium-Museum-launches-public-search-ahead-of-major-Shippam%27s-exhibition), [[3]](https://www.thenovium.org.uk/shippams), [[6]](https://marketlavingtonmuseum.wordpress.com/2012/02/29/shippams-paste-jar/)
* Paragraph 5 – [[1]](https://www.theargus.co.uk/news/25156435.chichester-novium-museum-search-rare-item/?ref=rss), [[3]](https://www.thenovium.org.uk/shippams), [[7]](https://www.thenovium.org.uk/article/27208/Whats-On)

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## Bibliography

1. <https://www.theargus.co.uk/news/25156435.chichester-novium-museum-search-rare-item/?ref=rss> - Please view link - unable to able to access data
2. [https://www.chichester.gov.uk/article/39833/The-Novium-Museum-launches-public-search-ahead-of-major-Shippam's-exhibition](https://www.chichester.gov.uk/article/39833/The-Novium-Museum-launches-public-search-ahead-of-major-Shippam%27s-exhibition) - The Novium Museum in Chichester is seeking a miniature jar of anchovy paste presented to Queen Mary during her 1924 visit to the Shippam's factory. This search precedes the 'Hurrah for Shippam's!' exhibition, opening on 12 July 2025, which will celebrate the brand's history, including its inventive advertising and community spirit. The museum is appealing to the public to locate one of these rare jars for display. ([chichester.gov.uk](https://www.chichester.gov.uk/article/39833/The-Novium-Museum-launches-public-search-ahead-of-major-Shippam-s-exhibition?utm_source=openai))
3. <https://www.thenovium.org.uk/shippams> - The Novium Museum is developing an exhibition titled 'Hurrah for Shippam's!', funded by a £44,593 grant from Arts Council England. The project aims to explore the history of Shippam's, a Chichester-based company established in 1786, through digitisation, oral histories, and a public engagement programme. The exhibition will showcase Shippam's advertising archive, packaging, and factory-floor artefacts. ([thenovium.org.uk](https://www.thenovium.org.uk/shippams?utm_source=openai))
4. [https://www.thenovium.org.uk/article/33918/Shippam's-of-Chichester](https://www.thenovium.org.uk/article/33918/Shippam%27s-of-Chichester) - Shippam's, founded in 1786, began as a grocery store in Chichester, supplying provisions to the Royal Navy during the Napoleonic Wars. The company expanded into producing pastes, sandwich spreads, and soups, sourcing ingredients globally. In 1906, Shippam's began packing meats into sterilised glass jars with airtight metal caps, establishing the iconic product known today. ([thenovium.org.uk](https://www.thenovium.org.uk/article/33918/Shippam-s-of-Chichester?utm_source=openai))
5. <https://www.thenovium.org.uk/article/28861/The-History-of-Shippams> - Shippam's, established in 1750, was a pioneer in preserving meat and fish products, initially transporting goods in porcelain containers sealed with butter. In 1906, the company began packing meats into sterilised glass jars with airtight metal caps. Shippam's was also known for its innovative advertising, including one of the first television adverts in 1955. ([thenovium.org.uk](https://www.thenovium.org.uk/article/28861/The-History-of-Shippams?utm_source=openai))
6. <https://marketlavingtonmuseum.wordpress.com/2012/02/29/shippams-paste-jar/> - A Shippam's paste jar, dating from the 1920s to the late 1950s, was discovered in a garden in Market Lavington. The jar is associated with the Chichester-based company, known for its meat and fish pastes. The find highlights the enduring presence of Shippam's products in the region. ([marketlavingtonmuseum.wordpress.com](https://marketlavingtonmuseum.wordpress.com/2012/02/29/shippams-paste-jar/?utm_source=openai))
7. <https://www.thenovium.org.uk/article/27208/Whats-On> - The Novium Museum is developing an exhibition titled 'Hurrah for Shippam's!', funded by an Arts Council England grant. The project aims to explore the history of Shippam's, a Chichester-based company established in 1786, through digitisation, oral histories, and a public engagement programme. The exhibition will showcase Shippam's advertising archive, packaging, and factory-floor artefacts. ([thenovium.org.uk](https://www.thenovium.org.uk/article/27208/Whats-On?utm_source=openai))