

As a locally-owned supermarket, we believe in supporting the community in which we trade and are proud to have been involved with the following events. For more details log onto www.warnersbudgens.co.uk



The Broadway team were proud to be crowned Convenience Retailer of the Year 2010



Even the heavy snow didn't stop us providing essential supplies for our customers



Our next Seasonal Lunch at Russell's of Broadway is in April, raising money for local charity, Signpost. Priority booking for Taste Club members, so join today!



We sponsor the popular Broadway United Football Club end of season awards every year



Every player receives a medal for their commitment and enthusiasm to the club

Look – we listen to you!



When customers asked us for a fresh fish counter, we gave it to them. Jack Kirwin is a fishmonger from Grimsby who brings freshly caught produce to the store every week. As well as usual favourites like salmon, sea bass and tuna, he brings a range of shellfish, seasonal catches and special offers as well as a huge knowledge on all things fishy! Come and meet Jack every Thursday, 4pm – 6pm.

Contact us

Hi, I'm Damien Yates, your store manager. As you can see, we really do listen to our customers at Warner's Budgens and do all we can to give you what you want – if you have any more requests, please do get in touch at www.warnersbudgens.co.uk, and click on the 'Your Thoughts' button: we will respond to you within 72 hours. Or visit me in person at Warner's Budgens, Russell Square, Back Lane, Broadway, WR12 7AP, tel 01386 842870. I'll be pleased to hear your thoughts.



warner's
Budgens
of Broadway

Spring Newsletter

Shopping for a good cause

They say charity begins at home and being a local store we firmly agree. That's why we support local groups and charities throughout the year. We have developed strong links with our local school, St Mary's Primary, and the local football club, Broadway United Youth FC, and we raise money at our Seasonal Lunches with Russells of Broadway for Signpost, a local charity that provides essential support to elderly people.

Our staff also choose a charity to support each year and come up with all sorts of inventive ways to raise money. Last year we raised £10,000 for the charity CLIC Sargent: if you bought a bacon roll from us during Farmhouse Breakfast Week, if you visited us during Great British Food Fortnight or if you simply reused an old shopping bag when you shopped with us, thank you! We couldn't have raised all that money without the support of you, our customers. This year, our chosen charity is the NSPCC, which supports vulnerable children in the UK. Look out for more fund-raising activities instore and help us make a difference again.

Turn to the back page to see how else we are supporting your local community...



**Save £5
when you
spend £30
instore!**



Issue 5, Spring 2010



★★★★★
Independent
Retailer of
the Year



★★★★★
Community
Retailer of
the Year



Dear customer,

The snow may seem a long time ago as we move into spring, but it's certainly a winter I'll never forget – not least because I discovered that I can fit 478 one-litre bottles of milk in my car! Being at the heart of our community, we did everything we could to keep some sense of normality – from making endless trips in our cars to the dairy so you didn't run out of milk, to ferrying staff to the store so we could stay open, to enlisting help from local JCB drivers to clear the store car park – whatever it took, we did our best to rise to the challenge and loved it.

Our ongoing work in the community is very important to us as you will see from this newsletter. This year we are also very excited to be involved with Broadway's first Arts Festival which runs from 11th–20th June, celebrating Broadway artist John Singer Sargent. Throughout the nine days there will be a huge amount going on, culminating in a Village Party on the Green with fantastic entertainment, food and drink for all the family. A lot of hard work has gone into planning the festival but it certainly looks set to have been well worth it and should be a great few days. For more information please visit www.broadwayartsfestival.com.

Guy Warner

Kind Regards,
Guy Warner
Store Owner

Child's play at Warner's Budgens

'Children are our future' sang one rather well-known pop artist and at Warner's Budgens we firmly agree. This is why we work with a number of children's groups in the area. Many of the staff at Warner's Budgens are parents themselves who grew up in the community so it is important to us all to offer our support.

Working closely with local school, St Mary's Primary, we developed an ongoing project that allows children to explore how bread is made. This includes field trips to our local bakery as well as to the store to discover what goes into bread production, from the ingredients, to the packaging, to the marketing on the shelf. Pupils then create their own bread product, including a logo and packaging, and the best one is sold instore for our chosen charity, this year, the NSPCC.

We also support the local children's football club, Broadway United Youth FC, by sponsoring the end of season awards. This is always a great day out for the young footballers and their families, recognising the hard work of the adult volunteers at the club as well as the enthusiasm of the players.



Guy Warner goes back to school with an innovative new project to show children how bread is made

Swap when you shop



The canny shopper already knows that swapping to own brand goods can mean big savings in your weekly shop. Luckily, we at Warner's Budgens know that too which is why we have spent the last year developing three new ranges of own brand goods to give you the choice, quality and price you need.

Our **Good Value range** was launched last year and includes everyday essential food and grocery items at basic prices. This includes anything from minced beef (£2.59) and chicken breasts (£5.00) to tinned tomatoes (49p), washing up liquid (35p) and toilet rolls (55p).

We have added exciting new products to the newly relaunched **Budgens Range** which offers a cheaper alternative to regular branded goods. These include quick supper ideas such as fresh pasta and sauces (from £1.79), ready meals (from £2.09) and even freshly prepared salads and vegetables (from £1.59).

For those days when you want a little bit extra, you can't beat the new **Budgens Best range**. Premium products but still at affordable prices, items include freshly prepared salads as well as fresh filled pasta and sauces – the Beef and Chianti Medaglioni (£2.49) is superb. But then it's not called Budgens Best for nothing!



www.warnersbudgens.co.uk

Join our Taste Club!

If you love a bargain as much as you love food, you'll already be a member of our hugely popular online Taste Club! Membership is running into the thousands, so if you haven't signed up yet, where have you been?!

Every month, Taste Club members receive exclusive discount vouchers, as well as FREE products, recipe ideas from top local chefs, wine advice from local wine experts and lots of other foodie features. Membership is absolutely free, so what are you waiting for – sign up today at www.budgenstasteclub.co.uk and look out for your exclusive money-saving vouchers.



OFFER - £1 OFF
Budgens Best
Beef and Chianti Medaglioni

(Usual price £2.49)

Terms and conditions: This voucher cannot be used in conjunction with any other promotional activity. Only one voucher per transaction. This voucher has no cash value. Valid until 30th April 2010

Cutting costs in the kitchen

#1 Eat Seasonally

Spring is an exciting time in the gardening calendar. Who doesn't look forward to the first flush of buttery new potatoes, delicate green asparagus, and juicy red rhubarb? Cooking with seasonal ingredients means you can enjoy the freshest, tastiest produce at the best prices. Next time you're shopping, why not take advantage of seasonal instore promotions and create delicious menus that'll keep you in budget all year round...

EASY RHUBARB CRUMBLE

Ingredients

For the filling:

400g rhubarb

2 apples

2-3tsp fresh grated ginger

1 tbsp runny honey

For the crumble:

100g cold butter, diced

160g self-raising flour

100g demerara sugar

130g ground almonds

Feed the family for less!



Method:

- 1 Wash and chop the rhubarb into large chunks. Peel and core the apple and chop into similar size chunks.
- 2 Melt a knob of butter in a sauce pan, add the fruit, honey and grated ginger and cook on a low heat for 10 minutes.
- 3 Place the crumble ingredients into a bowl or food processor and blend until you have fine breadcrumbs.
- 4 Place the filling ingredients into an ovenproof dish. Top with the crumble, sprinkle with demerara sugar and bake in a pre-heated oven at 180°C for about 30 minutes, or until golden.
- 5 Serve with crème fraîche or custard.

Save 30% on wine online!



Buying your wine online can save you up to 30% compared to instore prices. Chosen by our local wine experts, Vinology, there are over 50 fine bottles, including several online exclusives – bottles that are not available in our stores. Vinology has also put together some exciting pre-selected cases, giving you a well-chosen variety at even greater discounts. Ordering is quick and easy, with the wines delivered directly to your door.

Vinology's top online choice:

"Calbuco Semillon Chardonnay (£6.59) and Calbuco Cabernet Merlot (£6.69). These wines are exceptional value and can only be ordered online. They make a great pair: a rich and lemony white and a soft, supple, blackcurrant and cassis-flavoured red."

To order your wines log onto www.warnersbudgens.co.uk

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Proudly Local

Bringing you the best of our local produce



We are proud to support our local producers – that's why we have put so much time and effort into sourcing the best local products for our customers. One of these is Essential Dressings, an exciting range of dressings, dips and sauces created by the award-winning chef Kevin Capper, based in Worcestershire.

Essential Dressings came about after customers in Kevin's Worcestershire restaurant asked to take dressings home to use on their own salads. As well as six dressings, the range includes fudge sauces, mint and apple sauces, oil drizzles and fruit coulis, all stylishly bottled and totally delicious.

Essential Dressings is just one of 700 Proudly Local items that you will find in our store. If you prefer to try before you buy, why not come along to one of our instore tasting sessions which are held every week? This gives you the chance to meet local suppliers as well as sample their produce. And, if you sign up for free membership to our Taste Club (www.budgenstasteclub.co.uk), you will receive monthly discount vouchers to use on selected Proudly Local items.

Instore Tasting calendar for April/May

- 14th April: Jackie's Country Larder
Delicious home-made jams, chutneys and preserves
- 22nd April: Essential Dressings
Stylish salad dressings, drizzles and sauces
- 30th April: Goffs Brewery
Multi award-winning real ales from Winchcombe
- 5th May: Shaken Oak Mustards
Vast choice of award-winning mustards
- 13th May: Drew's Tomato Juice
Full flavoured, naturally-produced tomato juice



OFFER - £1 OFF

Essential Dressings Classic Italian Dressing

Terms and conditions: This voucher cannot be used in conjunction with any other promotional activity. Only one voucher per transaction. This voucher has no cash value. Valid until 30th April 2010