

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



School pupils helped to open the new Bidford store alongside the village crier, Rory Duff.



Heavy snow proved a challenge, but didn't stop us providing an essential service to the village.



Our seasonal dinner at The Bridge was an instant sell-out, raising over £600 for the Warwickshire & Northamptonshire Air Ambulance.



When you shop with us you help fund local community groups through our Bidford Community Voucher Scheme. For every £10 you spend, you earn one Community Voucher which we turn into real money for local groups. Ask instore for details.



We are currently supporting the popular Bidford Juniors Football Club with our Community Voucher Scheme.



With the vouchers that you collect, the club will be able to buy essential new equipment.

warner's Budgens

of Bidford-on-Avon

Spring Newsletter

Bidford: back bigger and better!

We've been busy in Bidford this year and it's only April! First, was the opening of our newly refurbished store. Designed with you in mind, the store is fresh and modern, with lots of new essential items; a hot food counter with rotisserie chickens, a fantastic new wine cellar, and an ATM – as requested by our customers. We have also increased our fresh food range giving you more choice at sensible prices. Second, is the relaunch of our Bidford Community Voucher Scheme: for every £10 you spend in our store, you earn one Community Voucher which we turn into real money for local community groups. Turn to the back page to see who your money has been helping...



The exciting new-look store was designed with customers in mind



Save £5 when you spend £30 instore!



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.

But it didn't stop there – that week of snow should have been our quietest period of the year, perfect for preparing for our store refit. Instead, it turned out to be one of the busiest weeks, which meant we had to pull out all the stops again to get your store finished in time for the reopening in February. Judging by your comments, however, it was worth it. We're glad you like the new store – if you haven't yet visited, I look forward to welcoming you there soon.

Guy Warner

Kind Regards,
Guy Warner
Store Owner

Look – we listen to you!



When customers asked us for a fresh fish counter, we gave it to them. Jeff 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 Jeff every Friday, 5pm – 7pm.*

Contact us

Hi, I'm Mike Worrall, 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, Salford Road, Bidford-on-Avon, B50 4AW, tel 01789 773352: I'll be pleased to hear your thoughts.



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 our local school, Bidford Junior, we have 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.

We also supply free ingredients for the school's cookery club; a popular after-school activity, especially as the children get to choose their own ingredients – chocolate and carrot muffins anyone!?

Finally, we support children of a younger age by donating fresh fruit to the local Gosling Toddler Group for their snack time. This means the children are enjoying healthy snacks and the money saved can be put towards other essential items for the group.



Top: Gosling Toddler group
Above: Bread-making at Bidford Junior School
Left: Pupils from the Cookery Club

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.

TASTE club

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

MEMBER OFFER
£5 OFF
when you spend
£30 instore

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

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.

Feed the family for less!



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

- 16th April: Jackie's Country Larder
Delicious home-made jams, chutneys and preserves
- 21st April: Essential Dressings
Stylish salad dressings, drizzles and sauces
- 29th April: Goffs Brewery
Multi award-winning real ales from Winchcombe
- 7th May: Shaken Oak Mustards
Vast choice of award-winning mustards
- 12th 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