

Win a £100 local food hamper.

We are so passionate about our great local producers that we have been looking at some new ways of sharing their products with our customers.

In the spring, we launched Taste, the Warner's Budgens food club which is free for all our customers to join.

Why join?

1. Be the first to receive the latest news from our local suppliers and hear about their products.
2. Receive priority invitations to a wide range of food and drink events such as complimentary wine tasting evenings with our fine wine specialist, Vinology.
3. Hot tickets! Join us for regular seasonal lunches at a variety of top local restaurants and pubs, whose chefs create delicious menus from local and seasonal food supplied by Warner's Budgens.
4. All members of Taste will automatically be entered into a monthly prize draw to win a local food hamper worth £100.

Just log on to our website at www.warnersbudgens.co.uk and click on 'Join Taste'.



Join Taste and win two tickets to our next seasonal lunch.

There has never been a better time to join our food club, Taste. To celebrate British Food Fortnight, we are offering every individual who joins in either September or October the chance to win two tickets to our autumn seasonal lunch. Our spring lunch sold out very early as customers enjoyed a top quality three-course meal including wine, all for under £20. Russell's of Broadway created a delicious menu and Warner's Budgens supplied the seasonal local ingredients from their store.



Vinology at Warner's Budgens.

We have teamed up with Mark and Matt, two dynamic wine specialists and founders of Vinology, to offer our customers a really exciting new range of fine wine and the opportunity to share their passion and knowledge through Taste Club.

Vinology, based in Stratford-on-Avon, source from small, family-run wine producers and boutique wineries to offer great quality wines that deliver real value for money. A current Warner's Budgens best seller is Tinpot Hut Sauvignon Blanc

from New Zealand.

"Tinpot Hut is a great example of what we are about – a unique product with a vibrant tropical flavour, oozing with gooseberry fruit. We are currently working on ideas to help Warner's Budgens customers develop their palate and knowledge of wine through Taste Club events," said Mark.

Look out for Taste Club newsletters for more information.



contact us

As a locally owned store, we want to hear your thoughts. All you need do is log on to our website at www.warnersbudgens.co.uk Click on to "Your Thoughts" and we will respond to you within 72 hours.

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Please recycle after use.

warner's Budgens of Broadway

Autumn Newsletter



and even attracted the attention of Gloucester City FC scouts!

We are all facing harder times at the moment with increased costs and rising fuel prices. Being independently owned, we are working hard to tailor our store to the individual needs of the community and to help you shop locally. Find out more about our latest price cuts on the following pages.

May I close by thanking you for your continued support of the store here in Broadway. Please keep your suggestions coming about how we can continue to improve your food shopping in this historic village – we really value your thoughts.

Kind regards,

Guy Warner
Owner

Dear All,

Welcome to the second edition of the Warner's Budgens Broadway newsletter. I hope you enjoyed the summer which, whilst not the best on record weather wise, thankfully did not lead to a major clean-up as it did last year!

I have personally enjoyed being involved in a number of community events this summer. The highlight was the judging of a presentation by Year 5 children at St Mary's Primary School to conclude their Bread Project. Our baker will be producing the winning bread and it will be sold in our store this autumn to raise money for our nominated charity, CLIC Sargent. My thanks go to Mrs. Le Maitre and Miss Taylor for their tremendous support in making this project happen.

In June, over 200 parents and children attended the Broadway United FC Junior end of season awards. The under 13's have had a tremendous season with a clean sweep of trophies



Connecting local children with food.

In late June, we teamed up with St Mary's Primary School to deliver, in the words of Headmistress Jacqui Le Maitre, a 21st century, world class curriculum. Our first ever Schools' Bread Project was based on the simple idea of connecting children with the food they eat in a way that was both fun and educational. The week-long project included a visit to our bakery, a trip to our store to obtain the ingredients and culminated in an "Apprentice-style" presentation to Guy Warner and his team to find the winning bread creation.

One of the great successes of the project was the way in which it brought together three different groups of people to support local children - the school, our store and the farming community. Mrs. Le Maitre said: "This has been an inspirational project that everyone has supported." "With such high levels of child obesity in this country, we felt we could make a genuine contribution by creating a fun-filled project that helps children understand the importance of healthy eating", added Guy.

Fresh fruit from the Cotswolds - meet Martin Harrell.

Martin, of Hayles Fruit Farm, has been supplying us with Gloucestershire-grown fruit at its seasonal best for over a year. Martin takes pride in being able to offer local Gloucestershire apples throughout the winter without having to rely on Southern Hemisphere imports or compromising their quality with long storage. He offers only the very best varieties of apples throughout the season from September to March, many of which are no longer found in larger supermarkets and which offer great value for money. The season starts with the Discovery apples whose short life span means it is harvested and in the shops within three weeks; it ends with Eider Reds and Jonagold varieties in late February, both of which are left till this time because they still offer great eating quality at the end of the season.



Martin sums up his relationship with Guy when he says: "This is an example of two family businesses working well together. Guy's wife introduced us to Warner's Budgens and we have never looked back. We have a close relationship with each store manager - they understand their local customer better than any central buying office. We also know that Guy will not stop working with us the minute foreign fruit is more readily available than British."

We've been cutting the prices of everyday lines.

As a local supermarket, it is important to us that we offer great value for money to our customers, no matter what their budget.

As part of our commitment to do this, we have introduced 'Price Check' across our top selling

products; this means we compare our prices on everyday essentials against Tesco and Sainbury's. Since the beginning of the year, we have reduced the price of a large number of everyday lines and will continue to do so.



We have also greatly increased the number of 'Buy One Get One Free' offers in store and will continue to enhance our promotions to give our customers even greater value.

Finally, we have introduced our "Nice Price" range of everyday basics in many categories – great products at low, low prices.

We believe in local food for local people.

As a locally owned store, we aim to support local producers and bring you a wide selection of British food produced within 30 miles of the store which helps to cut down massively on carbon miles.

We now stock over 500 local products from across the three counties of Gloucestershire, Warwickshire and Worcestershire.



Best-selling bangers: one of many locally-sourced products in store

Shopping List – Our Top 10 Selling Local Products

- 1) Simple Suppers – farmhouse gold sausages
- 2) Simple Suppers – back bacon
- 3) Dairy House – organic yoghurts
- 4) Cotswold Eggs – free-range eggs
- 5) Martin's Meat – beef mince
- 6) Hayles Fruit Farm – strawberries
- 7) Bread & Co. – large white tin loaf
- 8) Bread & Co. – Belgian bun
- 9) Fatherson Bakery – apple pie
- 10) Bowers Hill – raspberries

Simon Weaver's Organic Cotswold Blue – Supreme Champion Cheese at the recent Three Counties Show – is now in store.

Medals for young football heroes.

We believe in offering support to organisations which give local children the opportunity to enjoy sport and keep fit and healthy. There's no better example of this than the local junior football clubs in each of the towns in which we trade. In June, Broadway United Junior Annual Presentation Day took place. We paid for all the trophies and medals presented to 50 young club members in recognition of their efforts during the year.

One of the highlights was the presentation of the Warner's Budgens' Junior Clubman of the Year award, presented by Guy Warner. The award was this year won by Tracy Johnson, in recognition of her outstanding energy, enthusiasm and organisational ability that has led to the club achieving charter status and receiving additional grant funding.

Guy said: "It is important to us to support the local community here in Broadway. We're very pleased to be sponsoring the Junior Clubman of the Year award as it is great to recognise those unsung heroes who work tirelessly to ensure that the club thrives and prospers."



Pennies for Plastic raises over £1500 for charity.

Since the launch of our Pennies for Plastic scheme we have raised over £1500 for our nominated local charity, CLIC Sargent, who are currently supporting 33 terminally ill local children.

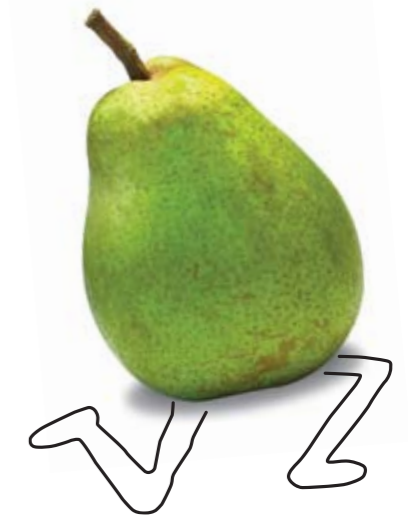
Thank you to all our customers who have embraced our initiative to support the local environment as well

as raise money for charity. We have saved an incredible 150,000 carrier bags across our stores and so far have sold over 5,000 of our re-usable jute woven bags.

During w/c 22nd September, we will be giving away a Bag for Life to every customer who spends over £25 in store.



Let Warner's Budgens deliver your shopping for free*.



Don't forget, we offer a Shop and Drop service whereby you can do your shopping in store and allow us to deliver it to you.

*There's no charge if you spend over £30 and just £4 delivery if you spend less.