

Community Noticeboard

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 initiatives. For more details log onto www.warnersbudgens.co.uk

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.



Proud to support troops from the local area in Afganistan



Celebrating our 5th Birthday here in Broadway



Pleased to support St Mary's new Forest School



Guy Warner presents a cheque to Signpost following our Seasonal Lunch at Russell's restaurant

warner's
Budgens
of Broadway

Spring Newsletter

Issue 7, Spring 2011



**Free Bibiji's
curry for
Taste Club
members!**



Save up to £30 each month with Taste Club!

If you aren't already a member of our Taste Club, you're missing out on great savings every month. There's money off local products, money off big name products, money off Warner's Budgens own label products as well as 20% off wine and great savings on seasonal fruit and vegetables.

But that's not all – every month we also offer you a completely FREE product to try. In May we are offering all Taste Club members a FREE curry sauce from Bibiji's – an exciting new

local family company that makes delicious home-made, healthy curry sauces... fast food that's good for you too!

The good news doesn't end there – Taste Club members can also claim great deals at award-winning local pubs and restaurants. This month we are currently offering three courses for the price of two on lunch at Russells of Broadway.

It's free to join Taste Club and the benefits are huge – just sign up at www.budgenstasteclub.co.uk to start saving.



Every penny counts

Shop with us and raise money for local groups

This spring we are launching an exciting new initiative that raises funds for local groups every time you shop in our store. It's called the Local Community Savings Scheme and for every £10 you spend in store you receive a Local Community Token which we'll convert to cash and donate to local organisations.

This year all money raised through the scheme will go to Broadway United Football Club to enable them to buy a much needed line marker for their pitch. As the club is funded solely by donations any money raised through our scheme is greatly

appreciated and ensures the future of the club and its young players.



Broadway United FC needs your help

Dear customer,

If you're anything like me, filling up at the pump over the last few months has become quite a painful exercise. While we're not quite ready to go back to the horse and cart just yet, the soaring fuel prices certainly do make you think twice about what you use the car for.

Never, then, has it made more sense to leave the car at home and shop locally. Luckily, we live in a vibrant village with everything we need on our doorstep. Broadway has a great delicatessen, local butcher, bakers and wine merchant – a real variety of quality food shops selling everything from top notch cheese to freshly-made patisseries – and all in beautiful surroundings. Why spend money driving too far when we've got it all here?

We continually strive to do our bit to make local shopping attractive by offering convenience without the cost. We've recently introduced a range of money-off vouchers on our website, have over 300 offers in-store at any one time, and offer a raft of savings to customers through our Taste Club. Look out too for our new loyalty card which we're launching later this year – it's our way of saying thank you for staying local.

Best wishes

Guy Warner
Store Owner



Follow us and get 15% off your shopping!



With the majority of households now having access to the internet, we are pleased to launch another way for our customers to get discounts at our stores. Plus, become a fan on Facebook or follow us on Twitter now and receive 15% off in-store during the weekend of 16th-17th April.

Just visit us at Facebook.com/warnersbudgens and click the 'Like' button to claim your discount, or follow us on Twitter and we'll send you exclusive details of how to claim your money off in-store.

**15%
OFF!**



www.warnersbudgens.co.uk

Running for a good cause

As well as raising money for local charities, Warner's Budgens has a commitment to raising money for one national charity each year. Chosen by staff, this year's nominated charity is the NSPCC, renowned for its important work regarding child welfare in the UK.

One of our main fundraisers this year is the London Marathon where you'll see Warner's Budgens owner, Guy Warner, sweating it out alongside our Bidford store manager, Mike Worrall, and our Broadway assistant manager, Andrew Kendry. The runners are aiming to raise an amazing £6000 for the NSPCC – if you would like to donate to our London Marathon Fund, please visit our link at www.justgiving.com/Guy-Warner



Charity champions: Andrew Kendry, Guy Warner and Mike Worrall in training



Store manager Damien Yates

A winning wine store

Once upon a time you might have struggled to find a really fine wine in your local supermarket but how different it is today - our dedicated wine cellar is one of the cornerstones of our store, with a huge variety of local beers and ciders, fine wines from local wine supplier Vinology, locally-made fruit gins and vodkas, as well as budget-beating deals on all the big brand drinks. Store manager Damien Yates gives us his top recommendations:

Q. What's your best value every day wine?

A. It has to be Budgens Pinot Grigio.

Q. What do you recommend for a special occasion?

A. It has to be Domenico De Bertiol Prosecco, specially selected by our local fine wine merchants Vinology. Why buy an expensive champagne when you can have this fantastic lemon-hinted prosecco. Even better if you're a Taste Club member as you can get 20% off selected Vinology wines every month.

Q. What makes a good gift?

A. A selection pack of fruit wines from Cotswold Life Food & Drink award winner Field Bar Wine or a fine bottle of Cloudy Bay Sauvignon Blanc.

Q. What do you recommend to go with one of Bibiji's curries?

A. Cave De Turckheim Gewurztraminer.

Q. What should we crack open with the Easter lamb?

A. Something hearty like Vina Chocalan Merlot.



Not your average supermarket drinks department

TASTE CLUB OFFER... 20% OFF WINES!
(Ts & Cs apply)

Cutting costs in the kitchen

#5 choose own brand goods

Own brand goods are back in vogue with more and more shoppers choosing them over branded goods. And it makes perfect sense – our own brand Budgens products represent great value for money and fantastic quality.

Budgens own brand goods have recently undergone a huge makeover, adopting a fresh new look that complements the quality of the produce. Better still, in response to an increased demand for own brand goods, we have added even more everyday products to the range.

New products include our own label fruit squashes (89p versus Robinsons at £1.49), own label cereals which are up to 50p cheaper than branded, premium fruit juices, dips, luxury ice creams, quiches and yoghurts. Why not take up the challenge and swap your branded goods for Budgens own label alternatives and see how much you can save?

Visit www.warnersbudgens.co.uk for a variety of money off vouchers that can simply be printed off and used in-store.



Swapping to own brand goods can save you money

Vote for local food heroes



Last year's Cotswold Food Hero

It's dubbed the 'Oscars of the local food world' and can certainly change the fortunes of any winners – nominations are now open for the Cotswold Life Food & Drink Awards. As passionate champions of local food and drink, Warner's Budgens is sponsoring the awards for the fourth year running.

Celebrating the best food and drink in the Cotswolds, nominees rely on your votes to be in with a chance. If you have a favourite restaurant, tea or farm shop, food or drink product that you feel deserves an award, then shout about it by nominating them at www.cotswoldlifeawards.greatbritishlife.co.uk

The awards take place on 4th July at Cheltenham Racecourse – your vote counts!

Meet the supplier: Martin's Meats



Easter is traditionally a time for enjoying spring lamb and you can't get fresher than those from Martin Gilder, based just down the road in Toddington. We've worked with Martin for five years and he has a huge and loyal following among our customers. His meat is all reared locally and naturally to produce some top quality cuts.

Why not try his spring lamb this Easter with our great offer: £4 off any Martins Meats leg or shoulder of lamb. (See voucher below)

Melt in the mouth Easter Lamb recipe

1. Take a shoulder or leg of lamb. Stab it all over and push cloves of garlic and sprigs of rosemary into the cuts. Drizzle with olive oil and season. Stand the meat on a rack in a pan and add a glug of water and red wine to the bottom of the pan. This moisture will stop the meat from drying out so keep it topped up while the meat is cooking.



2. Place the lamb in a moderate oven – about 110°C – for about 6-8 hours. The idea is that you are slow cooking the meat at a low heat – this is what gives it its melt-in-the-mouth texture. When it's cooked, the meat should just fall apart – you probably won't need to carve it; a couple of forks to rip it apart should do the trick!

3. Use what's left in the pan to make your gravy by adding vegetable water and more red wine and simmering on the stove. Add some cornflour to thicken and some redcurrant jelly to sweeten.

For a wine recommendation, see the wine feature opposite.

OFFER - £4 OFF!
Any Martin's Meat leg or shoulder of lamb

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 2011.