

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'.

warner's
Budgens **TASTE** club

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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. The Horse and Groom, Bourton-on-the-Hill, created a delicious menu and Warner's Budgens supplied the seasonal local ingredients from their store.

warner's
Budgens **TASTE** club



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.

VINOLOGY
WINE & SPIRIT MERCHANTS

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.

warner's
Budgens
of Moreton-in-Marsh

Issue 2, September 2008

Autumn Newsletter



Dear All,

Welcome to the second edition of the Warner's Budgens Moreton-in-Marsh 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 reopening of St David's Primary School was a highlight and a silver lining to the dark cloud of the floods in 2007. I attended the relaunch of the school which now has state-of-the-art facilities and is a truly tremendous place of learning for children. Earlier in the summer I enjoyed breakfast with 12 youngsters at the school to launch the Warner's Budgens Breakfast Club and it was great to see both parents and children making the most of such a valued facility.

In June, over 200 parents and children attended the Moreton Rangers Football Club annual awards ceremony. The club is a real tribute to the hard work and effort put in by parents and volunteers to make such an important opportunity available for local children.

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 Moreton-in-Marsh. Please keep your suggestions coming about how we can continue to improve your food shopping in this historic town – we really value your thoughts.

Kind regards,

Guy Warner
Owner

St David's Primary School Breakfast Club gets off to a great start.

In June, we teamed up with St David's Primary School to launch the Warner's Budgens Breakfast Club which provides a valuable support for children and their parents. St David's wanted to provide wrap-around care for its pupils before and after school, but was restricted in its ability to do so. It wanted to provide a safe and friendly environment for working parents to bring their children before school, with the option of a healthy breakfast - recognised as the most important meal of the day.

As a locally-owned community retailer, we are committed to supporting the local primary school in each of the towns in which we have a store. We then work with the individual schools to identify the real issues and aim to provide innovative solutions. Since early in the year, we have been providing all of the food and drink needed by the Breakfast Club as part of our ongoing commitment to the school.

"We are very proud to trade in Moreton-in-Marsh and have an ongoing commitment to supporting this community by working with

local producers, Moreton Rangers Football Club and St David's Primary School. We are delighted to have made such an important facility available, which otherwise would not have existed."



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 late May, Moreton Rangers FC Annual Presentation Day took place. We paid for all the trophies and medals presented to over 50 young club members in recognition of their efforts during the year.

One of the highlights was the presentation of the Warner's Budgens' Sportsman of the Year award, presented by Guy Warner. The award was this year won by Joe Jarvis for his hard work in supporting the club. Joe has been a player for Moreton Rangers since the tender age of 9. He is now part of the senior squad and last year took on coaching one of the junior teams. This season they have remained undefeated and won their league by a clear 7 points.

Guy said: "It is important to us to support the local community here in Moreton-in-Marsh. We're very pleased to be sponsoring the Sportsman 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.

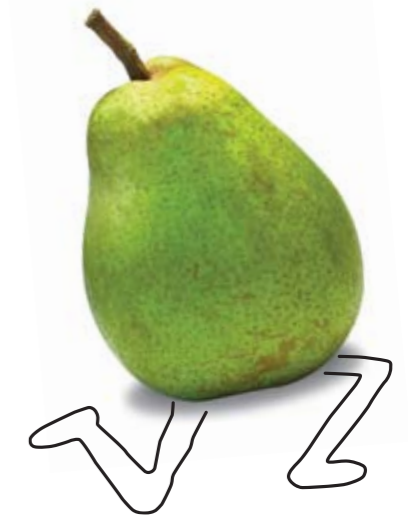
Thank you to all our customers who have embraced our initiative to support the local environment as well

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.