



PANTRY POST

Our history

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Sue's Pantry has been in Langport for almost 20 years and during that time it has evolved as we have adapted to our customers' needs. One of the biggest challenges was when we moved in September to Cheapside. We wanted to be able to display more produce from local suppliers and this, we believe, we have achieved with our move.

Over the past few months we have been able to stock **New Cross Gate** apple juices; **Brown & Forest** smoked eel and pate as well as other smoked items from the **River Brue Smokery**; expanded the range of cheeses and soups;

introduced **Jack & Ollie's** crisps; brought in our **own range** of chutney's and preserves; and extended the range of olives from **Olives et al** in Dorset.

These are but some of the items we have added to the locally grown and freshly delivered fruit and vegetables from **Somervale** in Drayton and **Trading Post** at Lopen.

We have also seen the sale of the **organic eggs** from Pitney rise slowly through the months as you have come to appreciate the difference of a locally reared and truly organic eggs – even though there may be the odd hiccup in terms of

their laying cycle!!

We hope you have found our tastings worthwhile in terms of trying new and varied items. Various customers are always suggesting we try something new so please let us know if there are any other items you would like us to try.

We have recently added to our fish range with **Mere Fish Farm** smoked trout terrine amongst other exciting and fishy items! We now stock 5kg bags of rice as several customers find these excellent value due to our 8% discount on bulk buys.

Special points of interest:

- 20 years ago...
- Fresh & seasonal foods
- New stocks
- Bonus time ...
- Now we're on line...

By the way ...

You might like to know that since we moved to Cheapside, sales have climbed above the level experienced prior to the re-development work in Langport.

Thank you for your interest in the new shop and for your continued support—it is much appreciated.

We hope you have met the new members of staff we have recruited to ensure our advice and service levels meet your expectations. We are seeking to attract more customers to come and try the range of items we are now offering. Whether you come in to sample or are in

need of advice, we are always willing to help. One way we can do this is to source goods that you have read about or seen advertised and wish us to provide locally. So, by the way... do let us know your requirements.

Sue's Pantry

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**Quality food:
Friendly service**

WWW.SUESPANTRY.CO.UK

LOCAL LOYALTY PAYS Yes, literally!



Last November we adopted a loyalty scheme that accrues all that you spend over three months (Nov '03 to Jan' 04) and calculates your bonus when you spend on average over £30 per week.

This has attracted great interest and over 50 customers are 'loyal members' and 50% of them have earned bonuses to spend on goods of their choice to the value of their bonus.

'Loyal members' can increase their bonuses if they bring new members to Sue's Pantry. Together they create their own 'shopping family' and together they can accrue greater bonuses that are distributed in February (for November to January shopping), May (for February to April shopping), August (for May to July shopping) and November (for August to October shopping). So, tell your friends, family, neighbours and colleague to also become 'loyal shoppers' at Sue's Pantry so that they too can enjoy real value in return by choosing goods of their choice to the value of their bonus, as a thank you for being a loyal customer.

No points, no swipe cards and no vouchers — just good value - that's why local loyalty really does pay.

Sue's Pantry on line ...

Since our move we believe the broader range of goods that we now offer has helped us to achieve a 30% increase in weekly takings over those of the previous year.

As part of extending our service we have been developing a Sue's Pantry web site:

www.suespantry.co.uk

We hope this will be formally launched later this month. The site can be accessed but the shopping cart has only just been added and we have yet to complete loading

our range of almost 1,600 items!!

This site can be used by you to order or send us a note as to what you would like us to hold for you to collect from the shop.

This is particularly useful if you wish to take advantage of our bulk orders where we offer an 8% discount when you buy a case of any item.

New Season—New Stocks ...

With Spring cleaning in mind why not try the biodegradable and environmentally friendly **Ecover** products? We now stock the full **Ecover** range of cleaning and washing products as well as **Ecover** fabric softener. We also carry the main items in 5 ltr containers.

As we say goodbye to winter puddings, why not try **Ernie & Gertie's ice creams and sorbets**—refreshing kiwi fruit, blackcurrant and damson. They couldn't be more local as Ernie and Gertie's dairy is just a few miles from the shop.

We still stock the Belgian Chocolate ice cream too!

The onset of warmer weather makes us think of de-toxing and losing weight! So why not try one of the **de-tox teas and Bioforce's herbal remedy Helix** to aid weight reduction?

We stock various books on healthy eating. In support of the recommendations we stock **flax seed, starflower and evening primrose oil** to provide much needed Omega three and six oils. A balanced diet to maintain both physical and mental health should also include **lentils, pulses and seeds**. We keep good stocks of these and more.