



BRETFORTON COMMUNITY SHOP

SHOP TALK *January 2021*

Welcome to January's issue of SHOP TALK – all the latest news about your shop. Find out what's new, what's on, how to keep in touch and how you can help ensure the Shop is a great asset for our community.

Thank you for your support in 2020

We'd like to thank all our customers in Bretforton, and beyond, for your tremendous support and loyalty during the difficult times we've all faced in 2020. We wish you a happy and most importantly, healthy, 2021 and look forward to serving you soon.

Christmas 2020 trading highlights

Thanks to you, the Shop had a great Christmas. Total sales for the three weeks ending 26th December were 34% ahead of the same period in 2019. Our biggest day (in terms of takings) was 23rd December. This was the Shop's second best day EVER. The first, for those of you who are curious, was Proms Saturday in 2016.

Who ate all the pies? Well, you did! We hit a record for sales of our luxury mince pies, with sales of 705 being the highest we've ever had over any festive period.

A big thank you to all our volunteers for your help during the festive period and the whole of 2020. You play a big part in the Shop's success.

Open as usual during lockdown 2021

We're open for business as usual during lockdown. Our hours are Monday-Friday 8am-6pm; Saturday 8am-5pm; Sunday 9am-1pm.

Committed to keeping you safe

Whilst it's not the start to the year we all hoped for, we want to reassure you that we are doing all we can to make your shopping safe. We review the situation daily and take any necessary action to promote safety. This year we've added more signage to ensure there are no more than three customers in the Shop at any one time (one at the till, two shopping/queuing). We're maintaining our increased cleaning regime, and we're also opening the door and/or windows to get more fresh air into the Shop.



How can you help keep us all safe?

- Remember to keep a safe distance from others
- Please try to shop alone wherever possible
- Wear a face covering unless you are exempt
- Don't forget to use the hand sanitiser provided
- If you can, try to use contactless payments rather than cash
- Please be patient if you have to wait a short time before entering

Home deliveries

Whilst we're not operating a major delivery operation like we did last spring, we've always delivered shopping to vulnerable customers. If you need anything, please call the Shop on 01386 833616.

What's new

If you're getting into baking during lockdown, we have a great range of flours in from Wessex Mill. Wessex Mill flour is milled using wheat grown locally around the mill – you'll find the names of the farms on every bag. Above all, it's milled to produce top quality bread and bakes time after time. Why not give it a try.



Shop regulars

Why not try some of our regular favourites:

- Something for the weekend? French bread, croissants & pastries – fresh in on Saturdays
- Delicious freshly baked local cakes every Tuesday
- Fresh fruit & veg delivered daily *except Sundays* from Drinkwaters Farm in Ebrington. We often have produce when other Shops have run out (even supermarkets!)

Don't forget - our loyalty scheme

Pick up a card in the Shop and get a stamp when you spend £7.50 or more (excluding cigarettes, tobacco or cigars). When your card is full, you can swap it for a £5 voucher to spend on a shop of £5 or more (excluding cigarettes, tobacco or cigars).



Bretforton Shop Needs You!

We're always looking for volunteers to help in the Shop and behind the scenes, particularly during the Covid crisis. If you can help, please get in touch - see details below. It's a great way to do your bit for the community, learn new skills and meet people!