

Championing local produce & suppliers throughout our stores



Symonds
Budgens
Wells, Somerset

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**TESCO
PRICE
MATCH**

Your local Budgens now
matches the price of
your favourite brands
against Tesco

2011-2012, has continued to be challenging in the convenience sector

2011-2012, has continued to be challenging in the convenience sector, with ongoing pressure on costs, increased competition and food inflation driving the consumer to become even more cost conscious.

We have had to be very focused in our approach to make this year a success. We have invested significantly increasing our stores from 7 to 9. In June we launched Budgens of Wells, a multi-million pound development to compete against an established co-op and Tesco Extra. In October we acquired a well established Londis/BP forecourt in Worle. Both stores have tough competition but with our focus on marketing, range and people both are on track to our plan.

We have also invested in our people and restructured our business. In our larger stores we have upskilled our team with many of the managers being ex area managers. In the smaller stores we have focused on developing supervisors and sales advisors to appoint as managers. We now have a profit manager solely focused on business profitability and improving margin, and we have also appointed a new role of development manager to focus on identifying new opportunities.

To support this investment in our business, we have challenged every cost line in the business and achieved

a minimum of 20% saving on energy, cash collection, cash counting, telephones, cash losses. We have also worked closely in establishing brand partners who invest in our business as they see the benefit of increased sales. We now have bespoke planograms to maximise our sales from Mars, Coke, Imperial Tobacco, CDF and Pepsico Walkers.

We know we cannot stand still and are constantly looking at new ways of driving sales and profit. We have launched our own milk shake brand Shakeolicious where you can choose anything from the store and we will make your own unique milkshake, we have free doughnut Friday in stores where all you have to do is buy a coffee, league tables in all stores for weekly upselling, plus many more.

All of the above has only being achieved through information to act upon. We have improved our time to issue monthly management accounts to the store managers to 14 days after end of month, all managers utilise the Torex system to analyse margin and year on sales.

The success of the focused approach we have taken, is reflected in our operating profit, which after 11 months, is running at over 60% of the previous year, a fact we are very proud of in the current economic climate.



Independent Retailer of the year

On The Go Customers - Hot Food To Go & Coffee

Already this category is worth £55k a year and is the most profitable square footage in the store. Our aim is to grow the category to £100k in 2012. We have worked closely with CDF on promotions/range and with JJBeano's in offering the best Fair Trade coffee to go in Wells. We have ongoing promotions such as coffee for £1 with Taxi drivers to help continue to grow the category.

Our BIG Basket Customer - Produce & Fresh

This category is already nearly 40% of the store sales, and is key in securing our big basket customer. Our average basket across the store is £4, but our aim is to focus on this category and our current basket customers and grow their average basket to be £20.

Fun Night In - Wines & Beers

Life can be tough sometimes, and we want our customers to be able to relax responsibility with a treat from our great wine selection, with trained advisors on hand to help and one of the best local ranges of wine from the best own label Pinot Grigio under £5 to exclusive premium French wines supplied by a specialist wine supplier. Currently this category is worth £200k a year our aim by the end of 2012 to grow to £300k

Extra Services

We support local causes including working with local schools with pupils coming to the store and working alongside our team to understand how a convenience store works. We are also having a book signing in the store by the local school who have written their own book. We allow our facilities to be meeting points for groups such as the motorcycle club, we know that the basics are important not only having a great range of hot food and coffee on hand but also having the freshest and cleanest toilet in Wells!!!

As a business we focus on the Poppy Appeal during October and November, the remainder of the year we have nominated CLIC as our company charity. Last year we had Help For Heroes and Have a Heart Charity day and Raised £1,000

At key times we have a Chef on site demonstrating outside the front of the store, showing customers what can be done with the products in store especially those from local suppliers.



In and Out Impulse Customers - Confectionary and Soft Drinks

In a forecourt we can still experience a 30% of customers only purchasing fuel. Our aim is to improve our conversion through upselling supported by incentives for the staff. A recent coffee upselling competition saw a 30% uplift in coffee sales, and the winning member of staff received £50 of Argos vouchers

Instore Services

We offer e-pay and Health Lottery however, due to existing services offered locally we have been limited on additional service benefits for our customers, so we have focused on Specialist advice instore. These include menu ideas for customers, specialist advice for wine purchasing, specialist advice on making the most of our fresh produce. Our employees have been sent on specialist produce training and we have organised specialist on site wine training.

Projects

The store is a new build. The site was derelict, several years previously it had been a petrol forecourt and was demolished and luxury apartments were to be built on site. However, when the economy took a downturn the plans were scrapped and site was left derelict. Although there is a major Tesco within a mile and a half, we felt that there was a significant opportunity for an independent convenience store with good parking, great range of fresh and price matching Tesco on key lines. This was the biggest single investment that Symonds Forecourts have made, but initial sales are exactly on target and the customer feedback has been outstanding even with poems being written about the store.

Future

We have 2 key priorities over the next 3 years. Priority 1: Focus on growing customer base and growing average basket. Currently store has 6,000 customers a week our aim is to increase by 30%. This will be achieved by continuing to grow our online presence with a focus on our Facebook page and exclusive offers linked to our new wine club. We will continue with our low cost guerrilla marketing campaigns, such as working with our suppliers for free stock to allow us to knock on 500 doors and give a free bag of goodies. Our next campaign is to target 1,000 cars in Wells and leave a simple leaflet on the car "we saw your car was dirty, come and see us and we will give you a free car wash." Being the heart of the community will be essential with this and we will continue supporting local groups and events. Priority 2: Increase average basket by £1. We will be looking at reducing the number of customers only buying fuel with a focus on upselling at the till. We will continually monitor and as far as possible match Tesco on key products to offer our customers value as we continue to build our big basket. We will continue to listen to what our customers want and have already added over 50 lines to the range following requests. Combined these initiatives will generate c. £200k of gross profit per annum.





Reaching out to our customers

An initiative at our Wells store, over 500 doors were knocked on & 300 bags given out as we went out and met our customers.

We try to look at the different needs of our customers:

- Local taxi drivers, offering discount on what is important to them such as coffee and jet wash
- Working with the local paper, offer free car wash to all our customers
- Bringing chef's to our stores to help our customers make the most of their food.

However there are three overriding factors for our customers:

1. Value, and offering Tesco price match on the products important in our customers baskets
2. Availability, 100% available 100% of the time
3. Fast and friendly service

Customer service is about being able to respond to specific customer requests

This customer wrote a poem about our new store...

We take Pat's shopping home for her. Pat likes custard tarts & we bake them especially for her & deliver them.

BUILDING A PETROL SERVICE STATION AND SHOP

An epic story : an adventure of creation by man
Magnificence of gigantic momentous machines working as one
Men and machines moving for a common purpose
Investment in this project for profit and service
Clearly defined order of planning and procedure
The gestation of a design and birth of a building
More speedy than mankind's usual nine months.

The once neglected site is cleared as are the minds of men
Ready for builders to transform a flat drawing to a solid reality
Huge heaving hunks of iron and steel steered by little men in little cabins
These mechanical beasts are tamed and ordered what to do by master men
Strength of machines digging deep with the precision of delicate dancers
Hammering and breaking resistant rock , conquering and preparing the ground
Caterpillar tracks on costly kit agile in overcoming hollows and mounds
Admiring the sequence : the right machine , the right man , at the right place and

A metallic tangle of patterns by cranes silhouetted against the skydrop
Controlled continuity with all parts growing , now seen as promised
Two areas of work side-by-side ; men moving to cooperate
The construction of a petrol provider , alongside a food outlet

Looming through mass of complexity , the beginning of desired foundations
A shop floor of man-made strata of layers laid down before the concrete
Where men like busy purposeful ants ; darting about their woking way
All safely uniformed in helmets and yellow jackets tackling their tasks
Weaving in and around piles of breeze blocks , placed for walling
Cemented breeze blocks strong for inner structure , bricks for outer clothing
Brickies armed with trowels , line up as troops together to attack and build
Fitting an lodging the blocks , thus evenly raising the wall
As the walls go up , free flowing air becomes captured , contained space
Walls as protective arms embracing , creating an area of great expectation
Hidden until its purpose is revealed , and we may enter.

Walls set firm to receive the building's cover
To be roofless no longer, previous preparation has delivered timber units
Trembling , swung high in the sky , hovering above each ones destined position
Economy of only three skilled action men to control placement
A complex wooden web gives the roof its shape , bracing itself to support the fina
Eye catching bright blue fabric rivalling the sky blue
Men fighting flapping material flying in their faces as they cover the frame-work

The whole site is a hive of activity withe drone delivery trucks in and out
Meanwhile , engineers meet the future petrol service station demands
Big burnt- orange colour raised up , over the fence , and down into the dugout
Eventual petrol contents will feed hundreds of hungry cars
Hitherto hidden behind the fence , other tanks have been installed underground
Now waiting for the sprouting and upsurge of pumps and pipes
All prepared and connected to supply different fuels for various vehicles

Slate roof completed by two fearless men sitting high in the sunshine ,
Freely relaxed ; their youthful bodies being the epitome of rhythm ;
Pick up slate , pick up nail , place slate , bang in nail --next please -- quick
Roof and sturdy walls next released from confusion of scaffolding poles .
A new proud outer shell of a building ready for its secret inside stuffing .
Further on site is another smaller version , constructed as a car-wash .

The tubular crane has the advantage of extreme , awesome height .
Striking fear into house dwellers afraid that it might topple and fall on them .
Secure , it drops great grey iron girders swinging uncertainly into place
Forming curved ribs of the far-reaching overhead canopy --
Clad in translucent flexible panels topped by central transparent arched tunn
Canopy hovering like a great silvery bird ; spreading protected wings.
Vehicles and drivers each will move and walk beneath it all safe and dry .

Deadline is looming ; pavement broken up and bus shelter tossed aside on ti
Diggers prepare trenches for pipes a d wires to serve and energise the comp
Exciting signs of the plan working out with directions for shoppers and traffic
Low walls confine and channel us -- kerbs are embedded to mark boundaries
The developed site nearly complete , is becoming part of the main road and
Small groups of men conferring to solve puzzling details that crop up .
Irate neighbour gesticulating about some disturbing aspect of development .

Three petrol pumps having six sides , advertised and placed in position for u
The race is on , one week to go to be up and running --will they make it ?
Black tarmac rolled down firmly forming road entrance and forecourt .
Yellow parking markings for shoppers cars , optimistically anticipating trade
Thursday is the day , withe bottles and goodies , enticing and tempting us to
Congratulations to the manager and teams who have completed the whole pr

Pat Hawley



A modern and fresh approach to presenting chilled foods. Ranging from traditional displays to “Help Yourself” Deli items to market stall presentation.

Championing UK produce with shelf barkers

British
Milk





Meet some of our local suppliers

Jon Thorner's carries the prestigious Q Guild logo.

The Butchers Q Guild is an organisation which represents the finest quality independent meat retailers in Britain. Butchers carrying the Q Brand send out a strong message they are one of Britain's best butchers shops.

Only the best butchers are admitted to the Butchers Q Guild. To gain entry to this select group, a prospective Q butcher has to submit the whole business; shop, products, staff, procedures and customer service, to an audit process which can take many months.

That's why you can trust your Q butcher to provide only the best!

Local honestly sourced meats and fine foods





Godminster farm became certified organic in 1999 and, not long after, we determined that cheddar cheese made the best use of our milk. More recently, following careful research, the focus has expanded from simply a dairy farm, towards creating a selection of organic raw ingredients, each full of gracious goodness. These, in turn, are lovingly prepared into our goodies.

*Incredibly familiar,
yet twisted &
tasteful*



Producing award winning juices by hand, Boxbush Farm supplies Symonds' Budgens with organic fruit juices.

**proudly
LOCAL**



5p OFF Fuel Promotion

POS Support;

- 10,000 leaflets distributed to local households
- External Flags
- Newspaper Advertising
- Shelf Barkers
- Ceiling Barkers
- Pump Barkers
- Till Barkers
- External Poster Displays



Symonds'
Budgens of Wells



5p OFF
EVERY LITRE
OF FUEL
WHEN YOU SPEND OVER £25
IN STORE



Free Car Wash

POS Support;

- 5,000 Vouchers
- Till Barkers
- External Posters
- Pump Barkers



Milk Promotion

- 10,000 Leaflets to local house holds
- Outdoor Signage POS
- Shelf Barkers
- Ceiling Barkers
- Till Barkers



Breakfast Internal POS

Food to Go



Sausage or Bacon Bap
& Coffee or Tea

only
£3.89

Tesco Price Match Campaign

Newspaper advertisement



**TESCO
PRICE
MATCH**

Your local Budgens
now matches the price
of your favourite brands
against Tesco

Come visit your local Budgens
Symonds
Budgens

- Independently owned
- Hundreds of local products
- All your favourites brands
- Tesco price match on your key shopping lines



Budgens' Symonds
of Wells,
Bath Road,
Wells
T: 01458 440950

Budgens' Symonds
of Bruton,
Leggs Lusty Bridge
West End, Bruton
T: 01749 812832

Budgens' Symonds
of Sherborne,
Yeovil Road,
Sherborne
T: 01395 813350

Launching our own Milkshake Brand

In 2011, we launched our very own milkshake brand delivering a cold alternative to our **grab & go** range which proved to be a great hit with our customers during the warmer months of the year.



POS Support;

- Menu Boards
- 5,000 Retention Vouchers
- Till Barkers
- External Posters
- Pump Barkers
- Outdoor Banners
- Ceiling Barkers

Customer Inspiration

Be inspired today

Autumn Season



Paella

Preparation Time **45 minutes** Cooking Time **25 minutes**

An authentic seafood and chicken paella that boasts some of Spain's finest ingredients, from calasparra rice to chorizo.



Symond's
Budgens

Inspiring our customers with creative & tasty menu cards located by key ingredients in the store.

100g chorizo, cut into thin slices.
100g/100g pancetta, cut into small dice
2 cloves garlic, finely chopped
1 large Spanish onion, finely diced
1 red pepper, diced
1 tsp salt
10 fresh thyme leaves
1 tsp dried red chili flakes
1 small pint calasparra (Spanish short-grain) rice
1 tsp paprika
1/2 pint dry white wine
1 pint chicken stock, heated with 1 tsp saffron
4 chicken thighs, each chopped in half and browned
1 fresh or frozen peas
2 tomatoes, oil-seeded and diced
1/2 pint good olive oil
1 clove, cloves separated and peeled
10 raw prawns
1 squid, cleaned and chopped into bite-sized pieces
100g frozen flathead parsley
1 tsp freshly ground black pepper

Preparation method

Heat the olive oil in a paella dish or heavy-based saucepan. Add the chorizo and pancetta & fry until crisp. Add the garlic, onion & pepper and heat until softened. Add the thyme, chili flakes & calasparra rice, and stir until all the grains of rice are nicely coated and glossy. Now add the paprika and dry white wine and when it is bubbling, pour in the hot chicken stock, add the chicken thighs and cook for 5-10 minutes. Now place the clams into the dish with the join facing down so that the edges open outwards. Sprinkle in the peas and chopped tomatoes and continue to cook gently for another 10 minutes. Meanwhile, heat the remaining oil with the garlic cloves in a separate pan and add the prawns. Fry quickly for a minute or two then add them to the paella. Now do the same with the squid and add them to the paella too. Scatter the chopped parsley over the paella & serve immediately.

