

A promotional feature for **Guild of Fine Food**

# DECEMBER'S PROMOTIONS

The Guild of Fine Food has developed its Retail Promotion Scheme to help retailers survive recession hit Britain. We are negotiating with our producer members and have handpicked a selection of great products on which we've secured big discounts unique to Guild retail members.

## SEYMOURS OF NORFOLK

We produce an award winning range of oils & vinegars, available either on tap or ready to go. Our olives are stuffed, plain or marinated and we also roast spices, everything from Tagine to Dukkah to Harissa Chilli paste. Everything is made using natural ingredients, with no flavourings or colourings.

**THE DEAL:** 50% off Glass Dispensers for our On Tap Oils & Vinegars throughout December and January when buying six oils and vinegars with refillable glassware.

**AVAILABILITY:** Nationwide - carriage paid on orders over £150.

**CONTACT:** richard@seymoursofnorfolk.com or tel: 01603 446522.



## J & A FERGUSON

Dating back to 1794, we are Scotland's oldest chocolate maker. Our range of boxed chocolates includes Chocolate Stem Ginger, Rose & Violet Creams, Deluxe Assortment, Chocolate Assorted Truffles and Chocolate Assorted Cream. We also have a large range of weigh-out chocolates for dedicated confectioners.

**THE DEAL:** When you buy an outer of our boxed chocolates you will receive 3 free Ferguson's Crown cotton bags. Each outer holds 6 individual boxes and minimum delivered order is 6 outers.

**AVAILABILITY:** Nationwide: Minimum carriage paid order 6 outers of 6  
**CONTACT:** Email: sandra.fisher@goldencasket.co.uk



## ECO BAGS

We're a family run company supplying high quality logo printed bags to independent businesses since 2003. Our innovative custom made insulated "cool" bags are made to your exact specification, and will keep products fresher for longer.

Clients using these bags tell us they see an increase in customer spend levels because their purchases are kept in tip-top condition. You can see examples of these colourful "cool" bags by going to our online gallery to see examples: [www.custommadecoolbags.co.uk](http://www.custommadecoolbags.co.uk)

**THE DEAL:** 10% off any order up to 2,500 bags (minimum order only 250 bags) plus, free set-up, origination, 3-colour print (both sides) and delivery

**AVAILABILITY:** Nationwide

**CONTACT:** Debbie or Gavin - 0808 178 8822 / 01752 600367  
Email: [debbie@ecobags.co.uk](mailto:debbie@ecobags.co.uk)



## SUMMER ISLAND FOODS

We're located in the heart of the Scottish salmon-producing region and get first choice of the best quality firm fleshed salmon for the best texture, quality and longer shelf life. Top quality Freedom Food accredited salmon are selected for smoking to ensure lower oil content and firmer fleshed salmon for easier slicing.

We prepare the salmon using an organic spiced brine to give the smoked fish a subtle sweetness in the aftertaste, Retail packs available in 100g and 200g packs.

**THE DEAL:** 10% discount plus two free jars of Seaweed Relish with every order over £200

**AVAILABILITY:** Nationwide - carriage paid on orders over £200.

**CONTACT:** Email [sales@summerislesfoods.co.uk](mailto:sales@summerislesfoods.co.uk) or call the smoke house on 01854 622353 or visit: [www.summerislesfoods.co.uk](http://www.summerislesfoods.co.uk)



## GUILD RETAIL PROMOTION SUMMARY

**BUYING-IN PERIOD:** November 28-January 20 2012

COMPANY	DEAL	TEL	EMAIL
Seymours of Norfolk	50% off glass dispensers when buying six oils & vinegars	01603 446522	<a href="mailto:richard@seymoursofnorfolk.com">richard@seymoursofnorfolk.com</a>
Summer Island Foods	10% off & two jars of Seaweed Relish on orders over £200:	01854 622353	<a href="mailto:sales@summerislesfoods.co.uk">sales@summerislesfoods.co.uk</a>
Eco Bags	10% off up to 2,500 bags FREE set-up, origination, 3-colour print and delivery	0808 178 8822 / 01752 600367	<a href="mailto:debbie@ecobags.co.uk">debbie@ecobags.co.uk</a>
J & A Ferguson	3 free Ferguson's Crown cotton bags with each outer		<a href="mailto:sandra.fisher@goldencasket.co.uk">sandra.fisher@goldencasket.co.uk</a>

**RETAIL MEMBERS** – To sign up to the retail promotion scheme contact: [tortie.farrand@finefoodworld.co.uk](mailto:tortie.farrand@finefoodworld.co.uk) or ring her on 01963 824464 to ensure you receive your shelf-barkers to help promote these discounts instore. **SUPPLIER MEMBERS** – want to take part? Contact [mike.cook@finefoodworld.co.uk](mailto:mike.cook@finefoodworld.co.uk) for more information