



15th July 2009

PRESS RELEASE

T IN THE PARK

Forget Blur and the Pet Shop Boys – music lovers flock to the David Sands ‘Healthy T Shop’ at Scotland’s top rock festival

INDEPENDENT convenience store group, **David Sands Ltd**, based in Kinross, has hailed its campsite shop at T in the Park, Scotland’s premier rock festival, a “resounding success”.

The shop, dubbed the ‘Healthy T Shop’, turned over the weekly equivalent of one of its medium-sized stores during its five days of trading.

T in the Park, which took place at Balado on the outskirts of Kinross last weekend (10th-12th July), featured bands including Blur, the Pet Shop Boys, Snow Patrol, The Killers, Lady GaGa, Keane, the Manic Street Preachers, Lily Allen, Razorlight and Paolo Nutini.

Thousands of music lovers from all over the UK and beyond turned the Perthshire festival site into Scotland’s fifth-largest town for the duration of the high-profile event.

Ewen Chisholm, chief operating officer at David Sands, said: “The shop was a resounding success. We’d been talking to the organisers about the possibility of running a campsite shop at the event for a couple of years but it all came together this year.

“The organisers of T in the Park wanted somebody local to provide a good range of healthy food and drink products for the thousands of people who camp out over the weekend and they came to David Sands, having dealt with us for many years.

more/....

2/

“Our Kinross store has been well used by the organisers and their contractors in the past and is a familiar one-stop-shop for festival-goers so the David Sands brand was an obvious choice.”

The 12-metre store, set up in a windowed marquee, sold a comprehensive range of healthy products including the company’s own Eat Fresh brand of freshly made sandwiches, fruit pots and salad bowls. All Eat Fresh products were supplied by Sands’ new central kitchen in Kinross.

“Manager Craig Watts and his team worked around the clock to meet demand. Our new facility has been up and running for only a few weeks so T in the Park presented a massive challenge – needless to say, our staff rose to that challenge with incredible professionalism and enthusiasm,” said Chisholm.

Other products for sale in the campsite shop included water and soft drinks, milk, breakfast cereals, low-fat yogurts and lower-fat crisps and snacks. Suppliers included Robert Wiseman Dairies, Kellogg’s, Rowan Glen, AG Barr and PepsiCo.

The 24-hour shop was staffed by company managers and store staff who volunteered, working two shift patterns of 6am-6pm and 6pm-6am. Store set-up started at the beginning of the week with stock arriving on the Wednesday and trading coming to an end on the Monday morning after the festival.

“It was a fantastic opportunity to make it work after discussing it for a couple of years,” said Chisholm. “There are some things we will do differently if we repeat the exercise next year – we could promote the David Sands brand more effectively, I think, and market ourselves a little better around the campsite.

“We would also open the store up to allow customers to see what we’re selling more easily. This year we had one big wooden counter right across the front of the store – we could make it more customer-friendly while still ensuring 100% safety and security for our staff.

more/....

3/

“And now we’ve got the first year under our belts, we know when the peak and low selling times are so we would adjust staff numbers accordingly.

“Overall, it was a real learning curve for us and a great experience for the staff who were also allowed access to the festival itself. The weather was absolutely fantastic apart from some rain on the Sunday morning. We will now be speaking to the organisers about our potential involvement at T in the Park in 2010.

“T in the Park presented David Sands with a tremendous challenge that everyone involved relished – it was a fantastic team effort and shows what can be achieved when everyone pulls together as part of a team,” said Chisholm.

David Sands continues to forge ahead with ambitious growth plans which include a £2m-plus investment in new store openings in Dunfermline and Markinch in the next few months. The store at Jeanfield Road, Perth has also recently undergone a major refurbishment.

The £34m-turnover company currently operates 26 convenience stores across Fife, Perthshire and Kinross.

ENDS

For further information, contact **David Sands** on 01577 865141 or **Karen Peattie** on 0141 773 1801/07947 075 937

www.david-sands.co.uk

NOTES FOR EDITORS

- David Sands Ltd was founded in Kinross in 1812 and currently operates 26 stores in Fife, Kinross and Perthshire
- Most David Sands stores sell newspapers and magazines and many outlets offer a Post Office, in-store bakery, ATM, PayPoint and the National Lottery. All stores have a very strong fresh foods offer
- Stores open from 6am to 10pm, seven days a week
- All stores are licensed to sell alcohol and operate a 'Challenge 25' policy
- David Sands is a former president of the Scottish Grocers' Federation
- David Sands Ltd is a member of the Nisa-Today's group, the member-owned organisation that supports independent retailers and wholesalers in food and drink sector with a range of buying, marketing and distribution services. David Sands is chairman of the Nisa Retail Committee