

ShelfLife

David Sands
Your friendly *local* store

Autumn 2009

Staff get behind our new licensing initiative

OUR much-publicised initiative to help customers understand Scotland's new licensing legislation has seen staff handing out specially prepared leaflets and offering advice in-store in an attempt to guide people through the changes in a clear, concise and easy-to-understand manner.

All store staff have been wearing red David Sands-branded T-shirts emblazoned with 1st September – the new legislation's implementation date – and a strapline inviting customers to ask for help and advice.

Ewen Chisholm said: "As a business, we are obviously up-to-speed with the changes to Scotland's licensing laws. The vast majority of our customers also know that new licensing legislation is imminent. However, the changes are significant and far-reaching and the implications for us and our customers – if we get things wrong – are potentially very damaging.

"Our store staff have all undergone extensive training so no-one is better placed than you are to help your own customers understand that purchasing alcohol in their local David Sands store is now slightly different."

In many stores, customers will notice a number of changes in terms of the layout of the licensed section and also the merchandising of alcohol. "As we have historically placed considerable emphasis on cross-merchandising in our stores, some customers will want to know why we are no longer doing this," said Ewen.

"The other main change, of course, is to the hours during which we are legally permitted to sell alcohol – 10am to 10pm. We hope that customers will take this opportunity to ask staff questions and clarify in their own minds what the changes are."

The initiative has been warmly welcomed by both Tayside Police and Perth & Kinross Council, whose representatives attended our official launch in the Jeanfield Road store.

Councillor Bob Band, convener of Perth & Kinross Licensing Board, commented: "I want to congratulate David Sands on this innovative approach to advising customers on the imminent changes to Scotland's licensing laws.

"It's extremely useful and also very forward-thinking of the convenience store chain to go down this route. As a licensing board, we're very impressed."

His comments were echoed by Chief Inspector Dave Barclay of Tayside Police (Western Division). He said: "I am delighted to see David Sands taking a very responsible approach to this change in legislation and raising awareness in the community. They have put considerable effort into spreading knowledge of the changes.

"At the same time they are assisting to spread the important message that individuals purchasing alcohol on behalf of minors run the risk of severe penalties. Alcohol in possession of minors leads to increased disorder. It is a message the police and government at all levels are pushing at every opportunity, and I appreciate the help to drive home this important message.

"We are all watching for this activity, and responsible off-licences such as David Sands will assist the police in identifying this activity. I am heartened by this drive, and would ask the public to similarly assist."



David Sands launches Trainee Manager Development Programme

WE are delighted to report that our new Trainee Manager Development Programme will be up and running shortly.

Some 18 people attended our recent Open Day when we briefed them on the criteria required for entrance to the programme. As *ShelfLife* went to press, everyone was due to come back to Head Office for a small presentation after which the company will embark on the interview and selection process and award places to around six or seven individuals.

Training manager Isabel Barclay explained: "We're very excited about this programme. Successful candidates will start our in-house manager training programme which comprises six modules over six months. This will hopefully lead to them completing their Levels 3 and 4 SVQ at Adam Smith College.

"An important aspect of the programme is mentoring and each person will have a mentor within the company who will be a senior manager or director."

As our company expands, we will obviously require more store managers and this training programme will ensure that we have suitably qualified individuals who are ready to take their career with David Sands a stage further. "We want to make sure that enthusiastic individuals who want to progress with us are confident and ready to take responsibility of a store of their own," Isabel continued.

"Because it is our preference to promote from within, this programme represents a great opportunity for existing supervisors to broaden their experience and grow with the company. This is a rolling programme and while places are limited, please do not be disappointed if you don't make it this time - we will provide you with feedback and invite you to reapply in the future."

A Word from the Chief Executive

WELCOME to our latest edition of *ShelfLife*. The purpose of this newsletter is to inform and hopefully entertain our staff, our suppliers and all those interested in supporting David Sands Ltd. The magazine is published at least three times a year and is mailed – at home – to every member of staff.

In this issue, I am delighted to welcome our new team at Markinch. The store opened on Thursday, 6th August and is trading in line with our initial expectations. What delights me is the obvious pride exhibited by Mandy and her team in their new store. Just take a look at the photographs of the store inside – better still, why not visit the store and buy something?

Welcome also to all new staff but, in particular, to those who joined the new team at Jeanfield Road, Perth. We took over this store in the autumn of 2007 – almost two years ago, in fact. This was a very small but extremely busy newsagent but we have now rebuilt the store, creating a modern convenience store with excellent staff facilities.

The challenge for Nathan and his team is to change the perception of the store and encourage new customers to use it. It is my belief that it takes up to three years for a store to reach its trading potential. We have high hopes for this store, thanks to its busy location, but we also know that a lot of hard work lies ahead.

Since our last newsletter, we have also opened our new central kitchen. This is headed by our 'chef de maison', Craig Watts. All stores should by now be receiving daily supplies of freshly made sandwiches, wraps, fruit bowls and other delicious, freshly made products. We want to become famous for our sandwiches but lots of other new products will start coming into stores in due course.

No other convenience store operator is doing this. This gives us a point of difference – absolutely crucial in today's competitive marketplace. It's still early days for this exciting, new company division but it is already proving itself to be an extremely slick operation and we're looking forward to watching it grow and develop.

While it is great to be doing new things, we must never forget our existing stores. Both Ralston Drive, Kirkcaldy and North Muirton, Perth will be refitted in the coming weeks and both will benefit from adjoining post offices being relocated inside the stores. Smaller refurbishments are also taking place in Leven and North Street, Lochgelly.

Meanwhile, we are planning a major refurbishment of our Kinross store in January 2010. The aim is simple: to make this the best convenience store in Scotland!

Of course, all aspects of our business require well-trained staff and I am delighted to report that our new Trainee Manager Development Programme was launched in August. I am really excited about this. We are offering a fully structured training programme including college courses for successful candidates and we hope to start with about six people in the programme.

Considerable thought has gone into this and all directors of the company will be heavily involved in passing on their experience to the trainees. It is always with great pride that I look at our existing managers and consider how many of you started as part-time assistants and worked your way up to your current position. I have always believed that most of our best managers come from within the business and certainly we will need more managers as we continue to expand the business.

Have you browsed our new-look website yet? If not, please take a few moments to have a look. I couldn't believe it when I heard that over 45,000 people had looked at our website over the past year. We now get most of our job applications through the website so it has become a very valuable tool for us as a company.

Finally, as I write this article, we have just completed our management accounts for the first 28 weeks of 2009. Sales are around 20% higher than last year, with very strong like-for-like sales growth. Profits are well up, despite some accounting changes. It is so important that we continue to grow profitability; otherwise our bankers will simply be less inclined to lend us money for future expansion. Well done, everyone – keep up the good work!

David Sands
Chief Executive



Ready or not, new licensing legislation has arrived

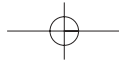
IT'S a date that we have been reminded of over and over again for a very long time but 1st September 2009 is the day it all changed. The Licensing (Scotland) Act 2005 has at long last come into force, heralding the biggest change to Scotland's licensing laws for 30 years.

Of course, the long and somewhat long-winded path to arrive at this stage has not run particularly smoothly. In many cases, the designated premises manager's application for a personal licence has yet to be approved by the licensing board and the Scottish Government, quite rightly, has made the decision that these licensed premises can continue to trade until 1st November to allow applications to be rubber-stamped.

At David Sands, we started planning for the new legislation and put all the wheels in motion well in advance so we are entering this new era in alcohol licensing with a clean slate and well-trained, knowledgeable staff who are switched on to what it means if we get things wrong.

Our Notice of Offences is prominently displayed in all our stores along with the hours during which we are legally allowed to sell alcohol. And, of course, we remain well-known for our ground-breaking 'Challenge 25' alcohol sales policy which we introduced across the company back in January 2008.

As a company, we continue to operate our own test-purchasing programme and will not hesitate in coming down very heavily on staff who are repeatedly careless or irresponsible. We have let people go in the past so please do not put your job in jeopardy – that is how serious the whole issue of licensing in our stores has become. **The major change is that all stores will now be selling alcohol between the hours of 10am and 10pm, seven days a week.**



A smart and welcoming exterior

Markinch - the latest jewel in our crown

"It's still early days for us but the store's really busy and the customers love it. In fact, I love it so much I don't want to go home!"

Mandy Laird
Markinch



The Puddledub Pork and Fifeshire Bacon Company is just one of the suppliers benefiting from the David Sands local sourcing policy

AT long last our brand new store at High Street, Markinch is open for business. It seems a very long time since we acquired the former car showroom but we have been very patient and co-operated fully with the local planning department – and we are extremely proud of this exceptional David Sands store.

Representing an investment for the company of over £500,000, Markinch employs 15 full and part-time staff and has brought much-needed employment to the town as well as an exciting new shopping experience for local people. In line with the David Sands trading format, Markinch provides a one-stop-shop in a modern, spacious shopping environment.



Our off-licence section meets all requirements under licensing legislation

Store manager Mandy Laird, who has taken over Markinch after a hugely successful spell managing Wellesley Road in Methil, is delighted with the way things are going so far. "It's still early days for us but the store's really busy and the customers love it. In fact, I love it so much I don't want to go home! It's a fantastic store. The staff have been working hard and everyone's beginning to settle down now after the initial excitement."



Our own Eat Fresh brand of freshly prepared sandwiches and salad bowls are striking a chord

Like the rest of the David Sands stable, Markinch offers a comprehensive range of chilled and fresh produce, frozen foods, grocery items, confectionery, crisps and snacks, newspapers and magazines, cigarettes and an off-licence. Food to Go also features prominently.

Meanwhile, Stephens' products are also "taking off". Mandy, who is the current holder of our Stephens the Bakers Award after growing sales of Stephens' products in her last store by up to 56% over the course of a year, told us: "Rona's been in to see us and is very happy with how her products are selling – but we intend to keep working at it!"



A great range of grocery brands

"Overall, everyone's delighted with the new store. We've been very busy and had to cope with a lot of queues but we're really on top of things and enjoying meeting all the new people who are coming into the shop every day. It's a great team and everyone's mucked in – I can't wait to watch the store get even better!"



A simple but effective display of fresh strawberries from a local fruit farm - it also ticks the healthy eating boxes!



More space to browse at Markinch



Our off-licence section meets all requirements under licensing legislation



Promoting Stephens Bakery's products in-store



Store of the Year Update 2009/10

IT seems like only yesterday that we were kicking off our shoes and having a great time at our 2008/09 Store of the Year Awards at Keavil House. The 2009/10 competition is far from over but already it's shaping up to be a pretty tight-run state of affairs.

What's more, we're spicing it up! The format remains essentially the same but we've incorporated our Mystery Shopper Programme results into the competition and added a new sales-based category – Sandwich Store of the Year. We're also putting more focus on fresh produce following the launch of our Eat Fresh brand.

Ewen said: "We've made the changes to reflect the way our business is moving forward. You all take pride in what you are doing in your stores so show us what more you're capable of. There's still a lot to play for and time to up your game. It's not just about winning – it's about doing your very best and taking pride in your job."

The most recent results are as follows:

	Store	Score		Score
Crossford	367.3	Muirton	310.1	
St Andrews St	363.2	Methilhill	310.0	
Kinross	358.0	Lumphinnans	300.3	
Cardenden	355.8	Lauder	297.2	
Wellesley	340.7	Lochgelly	296.6	
Abbeyview	339.0	Thornton	292.5	
Kelty	338.8	BOE	288.2	
Kennoway	338.5	Cowdenbeath	286.4	
Strathmiglo	333.2	Kirkcaldy	278.3	
Ralston	331.8	Jeanfield	272.9	
Leven	322.0	Darnhall	267.0	
Burntisland	321.2	Oakbank	256.8	
Auchtermuchty	315.9	Tulloch	218.1	
		Markinch	77.2	

Mystery Shopper Programme steps up a gear

STAFF are familiar with our robust Mystery Shopper Programme which is designed to help keep all of us on our toes. However, we have decided to step it up a gear in the wake of our success in the CTP Awards when we were voted the friendliest convenience store chain in the UK.

Ewen Chisholm explained: "There is no disputing the fact that our stores would not be so busy or successful without our friendly staff. Winning the CTP Award has confirmed what we already know – that our staff are doing a fantastically good job. But now we really want to up the ante and play this trump card to even better advantage. Quite simply, David Sands wants to be famous for its great staff."

So how does it all work? Well, be prepared for even more visits from our mystery shoppers. We have doubled the number of store visits and, in each period, each store now gets one visit during the week between 9am and 5pm and one "out of hours", which includes weekends.

Each store is scored by region and size, with stores divided into small, medium and large categories. Ewen continued: "It works across various levels. The new system puts a bit more pressure on managers to keep focusing on customer service but we see that as being a good thing – all of us need to remember that the customer is king. However, the feedback we get from the Mystery Shopping Programme really does highlight where our strengths and weaknesses are.

"The results are discussed at senior management level then with store managers and their area managers and that's where the real challenge lies – the onus is on store managers to rally their troops and make changes/improvements where required. The scores are also taken into consideration for our Store of the Year competition so it's a great staff incentive."

So be vigilant and remember that the next customer who walks through the door could be your mystery shopper.

UK suppliers and retailers look to David Sands as example of best practice in convenience retailing and customer service

YOU will all be familiar with the work of the widely respected consultancy firm, Harris International Marketing (him!) which earlier in the year officially recognised our staff as being the friendliest in the UK.

David Sands was named: Best Overall Convenience Retailer; Best Community Retailer; and Best Retailer for Customer Service at the high-profile Convenience Tracking Programme (CTP) Awards, presented at the Natural History Museum in London.

The awards are based on feedback from 28,000 convenience store shoppers and thousands of store staff and managers. They are specifically designed to recognise best-in-class convenience retailers and, crucially, consumers voted David Sands ahead of other familiar UK convenience store names including Spar, Scotmid, the Southern Co-op, Premier, Somerfield and Mace.

As we forge ahead with our ambitious growth plans, this type of recognition reaffirms our commitment to providing the highest possible levels of customer service at a very local level. And on 16th September, him! is bringing a delegation of UK suppliers and retailers to Scotland to visit some of stores to witness first-hand the best customer service in the country.

Ewen Chisholm, himself a former employee of him!, is extremely excited about the study tour. He said: "There was a tremendous amount of interest in our business after the CTP Awards, particularly among suppliers. We already have a marketing pack that we send out to suppliers and potential suppliers, outlining how they could be involved with David Sands, but nothing beats meeting people face-to-face.

"Suppliers and retailers will spend the whole day with us, visiting Head Office as well as a number of our stores. It is an exercise that will have mutual benefit for them and for us – they will see why we have been voted the friendliest convenience store group in the UK and we will get an insight into how they run their own businesses – it is very much a win-win situation for everyone involved."

This will be the first time that him! has done anything like this in Scotland so we are delighted to be working with the company to host such an exciting initiative.

Best Community Retailer



Best Retailer for Customer Service

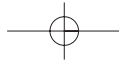


Best Overall Convenience Retailer



"Quite simply, David Sands wants to be famous for its great staff."

Ewen Chisholm
Chief Operating Officer



Jeanfield Road trading well after makeover

OUR refurbished and extended store at Jeanfield Road, Perth is now up and running and trading exceptionally well – it's been a long time coming but well worth the wait for both staff and customers! We've already doubled turnover and expect sales to continue increasing in the coming months.

The store, a former independent newsagent, has been refurbished in a six-figure investment programme and employs 39. In line with the David Sands trading format, Jeanfield Road provides local people with a modern, spacious shopping environment.

Already a very busy newsagent's with a loyal customer base before we took it over, Jeanfield Road has a great location on a busy main road near Perth Royal Infirmary. It also has a car park, which is a great asset for any convenience store located on such a busy thoroughfare.

Manager Nathan Whyte and his team are already rising to the challenge and, as is the case with any store that undergoes a David Sands makeover, there are always a few initial teething problems to contend with and we are slowly ironing these out. However, regular shoppers are remarking on how much they like their new-look store – and the vastly expanded product range.

This includes a comprehensive Food to Go section, providing hot and cold snacks, freshly prepared baguettes, sandwiches, fruit pots and salad bowls boasting our Eat Fresh branding, plus products from Stephens bakery. This area is performing really well and proving a big draw in the mornings and at lunchtimes, thanks to our proximity to PRI where staff work shifts.

We also distributed 5000 leaflets featuring a 50% redemption coupon to attract customers and highlight the fact that the local community now has a brand new convenience store. The leaflet worked really well for us in Perth and we will now use this format to market future new/refurbished stores.

When we took the store over, news accounted for 50% of sales. Obviously, the balance has shifted as we have extended, developed and refurbished the store, bringing in new products. However, we do still boast the largest newsround in Perth!

If you happen to be in Perth, please pop into the store and say hello if you get the chance. It's always a good idea to meet colleagues see how other David Sands stores look, particularly if you have a refit coming up – and you might even pick up some ideas!



We waited a long time to give local people a bigger store with more choice



Manager Nathan Whyte is ready with a warm welcome



Nathan and his team are experiencing good sales of locally sourced meat products



No wonder this customer looks confused faced with such an array of chilled soft drinks to choose from!



Jeanfield Road customers can now choose from a fantastic range of healthy, fresh produce



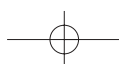
Customers need look no further than Jeanfield Road for alcohol



We're delighted with our Food to Go area, ideally located adjacent to the checkout near the entrance



Customers in Perth are becoming familiar with our Eat Fresh brand



Swine flu - be vigilant

SWINE flu – or influenza A (H1N1) as it is known – is now officially classed as a pandemic. While the number of confirmed cases in Scotland has tailed off slightly in recent weeks, there is still a fear that a “second wave” will hit the population this autumn. The bottom line is that any of us could be affected at any time.

As a company, we are already prepared and all staff should be fully aware of our robust Infection Control Policy. Earlier this year we re-issued guidance to staff on how to deal with infection control in stores to help prepare the business for projected increases in the number of cases of swine flu in Scotland.

Our Infection Control Policy, validated by our approved independent adviser, Scott Brady, clearly outlines the actions required by staff should there be an outbreak of any infectious disease or condition. While we conduct regular, extensive training sessions on how to deal with situations like this, we would urge all staff to refamiliarise themselves with our Infection Control Policy given the current status of swine flu and the high levels of publicity surrounding the outbreak in Scotland and the UK.

David Sands said: “As you are all aware, a small number of our staff have already been diagnosed with swine flu and treated accordingly. However, as swine flu is showing no signs of going away, please remain vigilant and alert your store manager or supervisor as soon as possible if you feel unwell.

“We have a responsibility to our staff to ensure that you have a safe environment in which to work. Similarly, we want to reassure our customers that they can shop in our stores safely and with confidence in the knowledge that our premises are spotlessly clean and our staff fully trained in all areas of health and safety.

“Customer-facing businesses such as ours should be setting an example to all employers who must now accept that swine flu could impact on their own organisations at any time.”

News in Brief

- Thornton store manager, Tom Marshall, celebrated his 60th birthday earlier this year. Tom and his partner, Pat enjoyed a surprise party with friends, family and colleagues from Thornton at a hotel in Burntisland.
- Margaret Eadie, a member of the admin team at Head Office, is now a granny! Her first grandchild, a little girl called Rachel, was born on 3rd April.
- Chief Superintendent Matt Hamilton, former Divisional Commander with Tayside Police, has been appointed new security manager at David Sands. Matt is currently working alongside Charlie Hamilton who retires next April after a number of very successful years with the company. Look out for more information in our next issue of ShelfLife.
- Kelty once again raised the standards in terms of window display for the local gala with the image of Burns looking so good that Keith kept this going right over the Homecoming celebrations in the summer. Well done to the Kelty staff for showing such enthusiasm when it comes to getting involved in their local community.
- Tulloch and Jeanfield donated goody bags for all the children in the area as part of the Homecoming celebrations that were organised in Perth with the local community council. Again the community councillors and, more importantly, the local kids were all highly supportive of the initiative and this will further build customer loyalty in both stores.
- Water and fruit was recently donated by our Kennoway store to the local community football tournament held in collaboration with the local Police and community outreach workers. Everyone was absolutely delighted and highly impressed with our donations.
- Kinross store staff visited Milnathort Primary School to give over 100 children a talk on the various produce lines available in the store. The good news is that we have had lots of good comments back and these are now displayed within the store. By working hard with the community on projects like this, we are sure that Kinross will retain custom – and hopefully gain new customers – in light of the increased competition from Sainsbury's.



Eat Fresh brand performing well

OUR Eat Fresh brand continues to go from strength to strength with the eye-catching logo now appearing on all sandwiches, pasta salads and fruit bowls.

Prepared freshly in our new central kitchen – headed up by Craig Watts and his team – these products further strengthen the comprehensive range of healthy products now available in all of our stores.

As the new central kitchen facility gets up to full speed, we will look at introducing more products under the Eat Fresh brand. This is a great opportunity for us to give David Sands yet another point of difference over our competitors.

More Scottish products listed by David Sands

CIDER from East Lothian and world-famous black pudding from the Highlands are among the new Scottish products now on sale in all David Sands stores.

Belhaven Fruit Farm at Dunbar and Stuart Grant, a fifth-generation supplier of meat and meat products based in Grantown-on-Spey, started supplying us this summer. Thistly Cross is a delicious cider made exclusively from Scottish apples while Grant's black pudding, made to a traditional family recipe, is renowned all the over the world.

Our recent Meet the Buyer event, organised by Scotland Food & Drink, introduced a number of new suppliers to our business and was extremely successful.



David Sands star attraction at T in the Park



Chairman Lindsay outside our shop at T in the Park!

FORGET Blur and the Pet Shop Boys – music lovers descending on T in the Park at Balado in July voted the David Sands 'Healthy T Shop' the main attraction at Scotland's top rock festival.

Our campsite shop, dubbed the 'Healthy T Shop' by organisers, turned over the weekly equivalent of one of our medium-sized stores during its five days of trading. It was a great weekend for us as a company and a whole new experience for our volunteer staff who got the opportunity to soak up the sun and the festival sounds.

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. And that presented us with a very lucrative business opportunity.

Ewen Chisholm, chief operating officer, 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. 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."



Craig Watts, our central kitchen manager.

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

"Manager Craig Watts and his team worked around the clock to meet demand. Our new facility had been up and running for only a few weeks at the time so T in the Park presented a massive challenge – needless to say, our staff rose to that challenge with incredible professionalism and enthusiasm and I take this opportunity once again to thank Craig and everyone involved for their sterling efforts and very hard work."

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.

In the bag for cancer charities

DAVID Sands has donated £3371.39 to cancer charities since we started charging 2p for plastic carrier bags earlier this year.

Shirley Millar, area fundraising manager for Macmillan Cancer Support, took time out of her busy schedule to come along and thank our Perth store staff personally for their efforts in raising £926.50p for the charity. She gave us an insight into the work of the charity in the Perth and Kinross area and provided information on the World's Biggest Coffee Morning, taking place across the UK on Friday, 25th September.

Stores will be participating in this year's event and already staff are planning their own in-store fundraising events.

In Fife, meanwhile, our carrier bag sales have raised an outstanding £2444.89 for the Association for International Cancer Research (AICR), a very worthwhile charity which supports projects all over the world. Its Ambassadors include Doctor Who actor David Tennant, TV personality Lorraine Kelly and The Proclaimers.



Perth & Kinross store staff join David and Lindsay at Head Office to present Shirley Millar of Macmillan Cancer Support with a cheque for £926.50p

A step back in time

HEAD Office welcomed a very special visitor earlier this year when a former member of staff, Mr Reginald Norman Jowitt, popped in to say hello.

Reginald joined the company as a 15-year-old apprentice way back in September 1945, serving with Lindsay's father. Still living locally, he was able to reminisce about his time with the company and discuss the many changes over the years. He was particularly pleased to hear that salaries have increased – his starting wage as an apprentice was £1 per week, rising to just £1.15 in his fourth year of training!

Reginald is pictured with two generations of the Sands family – Lindsay and David – with his Certificate of Indenture document.



Help for Heroes in Lochgelly

WELL done to Caroline Cunningham and her staff at Lumphinnans Road, Lochgelly who raised over £550 for Help for Heroes, a new organisation formed to help those who have been wounded in Britain's current war conflicts.

Staff organised a fun day at the end of June which saw customers and locals alike take part in face painting, tarot card reading and wet sponge throwing. There was also a raffle and a bouncy castle.

The company is delighted to support this type of fundraising activity, particularly when it enables the community to get involved.



David Sands the launch pad for new initiative to boost Scottish food and drink

RURAL Affairs Secretary Richard Lochhead visited David Sands back in May to launch a new initiative encouraging Scottish food and drink businesses to work collaboratively across their supply chains, with the aim of helping them become more efficient, competitive and profitable.



Known as C2 (Cultivating Collaboration), the project – jointly funded through the Scottish Rural Development Programme by the Scottish Government, the European Union and SAOS – is designed to promote the overall business benefits of effective co-operation between businesses working in all areas of the food and drink sector.

To see an example of effective collaboration in practice, the minister visited St Andrews Street to explore our close partnership with Stephens, which has been supplying us for many years, the relationship now accounting for almost 30% of Stephens' sales and 8% of David Sands' turnover.



Marjorie & Craig's day to remember

OUR very own Marjorie Sands married Craig Watts, our central kitchen manager in Kinross in May. As you can see from the photograph, the weather was kind to the happy couple who enjoyed their ceilidh reception with family and friends at the Windlestrae Hotel.

GOT any news you want to share with us? Any funny stories from your store, involving staff or customers? Has your store - or a member of staff - been raising money for a local charity or celebrating a special birthday, anniversary or other occasion? Let us know so we can share it with the rest of the David Sands staff. Call Karen Peattie on 0141 773 1801/07947 075 937 or contact her at k.peattie@btopenworld.com

David Sands Ltd,
Alligin House, 2 Clashburn Close,
Bridgend Industrial Estate, Kinross KY13 8GD

Tel: 01577 865141 Fax: 01577 865104

Email: enquiries@david-sands.co.uk
Visit David Sands at
www.david-sands.co.uk