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PRESS RELEASE

David Sands relaunches Cardenden store

LEADING independent convenience store chain, **David Sands Ltd**, has relaunched its long-established store in Cardenden, Fife after a £250,000 refit.

The 2,300 sq ft store, which employs 25 full and part-time staff and has taken on two additional permanent part-time delicatessen counter assistants as a direct result of the refit, has virtually doubled in size following the acquisition of the adjacent premises in Station Road.

Two entrances, including one direct from the car park, now make access much easier for customers and the Post Office has also been relocated as part of this major refit which brings to Cardenden a highly visible, modern and spacious convenience store.

Prior to the refit, David Sands commissioned independent consultancy firm Harris International Marketing (him!) to hold focus groups with Cardenden shoppers. Two groups of eight regular customers provided valuable information and feedback that has been used to ensure that the store is giving customers the products and services they want in the correct shopping environment.

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David Sands, managing director of the convenience store chain, said: “The feedback helped us tailor the store directly to the needs of our customers. For example, they told us that they wanted a wider choice of better quality fresh fruit and vegetables, more healthy products and a much bigger range of fresh and chilled products plus more locally sourced products.

“We have also invested in state-of-the-art refrigeration that allows us to stock more product lines and display them in a way that makes it easier for customers to find what they’re looking for. Another exciting feature is our brand new Food to Go range of hot and cold snacks, sandwiches and filled baguettes, freshly made on the premises and available all day long.”

The store continued to trade throughout the refurbishment period. “This has been a dramatic transformation for our staff and customers and one of the biggest and most challenging refits ever undertaken by the company,” said David Sands.

“Having more space in-store means that there is less congestion in the aisles and no more lengthy queues at the tills when the shop is busy. I would like to thank our store manager Margaret Drummond and her staff for all their hard work and also our loyal customers for their patience.”

The new store was officially opened by former Dunfermline Football Club manager, **Jim Leishman**, last week.

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

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NOTES FOR EDITORS

- David Sands Ltd was founded in Kinross in 1812
- The company currently operates 24 stores in Fife, Kinross and Perthshire: Auchtermuchty; Bridge of Earn; Cardenden; Cowdenbeath; Crossford; Dunfermline; Perth (5 stores); Kelty; Kennoway; Kinross, Kirkcaldy (2 stores); Lochgelly (2 stores); Leven; Methilhill; Methil; Thornton; Strathmiglo; and Burntisland
- 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 are licensed to sell alcohol and all stores have a very strong fresh foods offer
- David Sands is a former president of the Scottish Grocers' Federation and a director of the Nisa-Today's group's Central Distribution Services operation