

The Summit

Vol 3 Issue 3



Cartoon courtesy of
shorelines art

www.shorelinesart.co.uk

Threshers Wine has discovered how effective viral marketing (word of mouth) can be. Late in 2006 the wine merchants offered a 40% discount coupon to employees and their family and friends. The result. The email discount offer was forwarded on to 1 million mail boxes. Long queues could soon be seen at Threshers stores around the country. The company have declared the campaign a success but at the height of the coupon frenzy threshers stated they were worried about profit margins. ?

Source The Grocer

Shoover

Electrolux have come up with a pair of shoes that suck up the dust as you walk, after research found that 28% of us now vacuum daily. The shoes have a small rechargeable engine that powers a laser sensor which automatically turns the suction on and off. The shoes are made out of green nylon, have a flexible sole and a built in elastic sock for comfort. Nice! ?

Source the Week

No bags today

Asda are removing plastic packaging from fruit and vegetables sold in two shops in the north of England. The trial is to test how consumers will react and if successful all 316 Asda stores in the UK will begin to sell fruit and vegetables without packaging. This is in response to Asda's commitment to reducing packaging by 25% by 2007. If successful sixty lines produce including carrots, courgettes and broad beans will be sold as in a traditional 'greengrocer' style. Fragile items such as raspberries will retain their plastic packaging. Source The Week

Healthy Food

Ofcom has recently banned some food producers from advertising their products judged to be high in fat, sugar and salt during peak children's viewing times on TV. Restrictions are based on standards set by the Food Standards agency. However the way that food products are judged has come in for criticism from food producers. Food products are judged on 100g portion. For example McCain chips are allowed to advertise to all age groups because their chips and other potato products use reduced saturated fat sunflower oil. However according to the Grocer magazine producers of cereals, honey, marmite, tomato ketchup and mayonnaise have fallen foul of the ban even though for the majority of these products 100g would be an unnaturally large portion. Cathedral city cheese is banned from advertising its Lighter mature cheddar to under 16's despite reducing its fat content by 30%. The producers of Heinz tomato ketchup (reduced sugar and salt

version) have reduced the content of sugar, fat, salt and preservatives but still cannot achieved the desired levels set by Ofcom.

Source the Grocer

Reggae Reggae Sauce

It's just 3 weeks since singer Levi Roots made his appearance on Dragons Den playing a reggae tribute to his unique Reggae Reggae sauce. Most of the dragons rejected his appeal for funding but one dragon saw the potential in the sauce or rather in Levi Roots. If ever there was an example of buying from the person rather than the product Levi Roots is it. Already he has appeared on Harry Hills 'TV Burps', and in 'The Grocer' magazine. Now the supermarkets are clambering to be the first to stock his barbecue style sauce which is based on a recipe devised by Mr. Root's grandmother. Tesco have said they will soon be stocking the sauce and Sainsbury's are close to securing a deal. ?

Source The grocer

Web site News

New this month

A redesign and change in content have given our site a complete new look and feel.

Keep watching this space as next month we will be launching a new front page and it's guaranteed to look very different. After much searching we have finally managed to capture an image that reflects the difficult concept our business represents.

Innocent

Three Cambridge graduates came up with the idea of Innocent Smoothies, the fruit drinks that contain pure ingredients and that use very simple packaging and advertising. The company has gone on to develop other products and now has a turnover of £100m. The three graduates began by selling Smoothies at a music festival. Bind for empty bottles stating 'Yes you should give up your day jobs' and 'no you should not give up your day jobs' were provided for

customers to help the trio decide whether to develop the business further. The business they started is now the fastest growing food and drink business in Britain.?

Source The Week

More Web Site News

[Whoocan](#) is a new website that promises to save you time when you are trying to find a tradesman or woman. Examples given are leaky taps, hairy backs, taxis to the airport and more traditional business services?

Simply post the details of the work you want doing on the site. Then Whoocan automatically emails everyone that matches to your requirements. Then simply sit back and wait for the response.

Leoni

The cafe voted the UK's best is in Malton in North Yorkshire. 'Leoni' was opened ten years by Simon Robertson who is passionate about serving really good coffee. His café has won the UK Barista championships three times, with criteria for judging covering everything from the quality of the espresso to the atmosphere, friendliness of staff and cleanliness. Barista is a term adopted by the Speciality coffee Association for anyone who is able to make an espresso in the correct way. Simon Robertson café is also ranked eighth in the world and he aims to be number one.

Leoni's is situated at the coffee House, 16, Wheelgate Malton. ?

Source Yorkshire Ridings magazine

This is your Life

Looking for an unusual birthday or anniversary gift? Go to www.theredbookcompany.com.

com. They company provide a 'This is your Life' hand bound top of the range book. The company will guide you through the process of providing text and photographs. The cost is £780.?

Source the Week

Internet Marketing

What do we provide?

Optimisation of Meta tags

Incorporation of your business corporate identity into the site copy

Web site use ability to increase web site visitor interaction.

An effective linking strategy

Viral marketing

Online public relations

Online reputation monitoring