

## Q&A – BOOTH'S & SLOW FOOD

### **Why have Slow Food and Booths chosen to work together?**

We feel that there is a strong synergy between the two organisations. We share a similar ethos in terms of promoting a better understanding of food. Booths is committed to sourcing products from the counties it serves - Lancashire, Cheshire, Cumbria and Yorkshire. At least 25% of all the products in Booths at any one time are locally produced and 85% of its meat is from the region. This is an incredible achievement for a Supermarket and one that Slow Food supports.

### **What's the nature of the deal and how long will it last?**

This is a partnership deal whereby the two companies will be working together to promote quality, provenance, seasonality and regionality. We have an initial four year plan for the partnership.

### **How does this deal fit with Slow Food's ethical sponsorship policy?**

As with all commercial relationships, Slow Food UK has made the appropriate checks in line with the policy and is satisfied that Booths is an ideal fit.

### **What benefits does this bring to Slow Food UK?**

This relationship will provide core funding for the organisation which will enable Slow Food UK to develop its internal resources to provide greater support to build capacity and expertise within our local groups. In addition we will be able to deliver more educational projects such as The Taste Adventure and support The Ark of Taste which works to protect food heritage by resurrecting dying food practises and saving endangered food species.

### **How does this relationship build SFUK's profile in the UK?**

It enables us to work on our initiatives and projects and brings much needed funding into the organisation which will in turn help to build our profile.

### **What benefit does this relationship bring to Slow Food members?**

Our current plans are that members local to Booths stores will be treated to tastings and other in-store events. The funding from Booths will benefit all members throughout our network as it will enable the organisation to

grow in the UK and specifically support our education initiatives such as Slow Food Wisdom.

**Is Slow Food selling out when they align themselves with a supermarket?**

Slow Food's mission is to be a catalyst in bringing good, clean and fair food to everyone. In the UK we believe that a relationship with Booths will play a significant role in communicating Slow Food's ethos and approach to a much wider audience.

Booths is an inclusive retailer which is both competitive and innovative and working together we believe that we can bring the excitement of good food to many more people.

**Why has Slow Food UK formed a relationship with a regional business?**

Booths is the right fit with Slow Food regardless of its geography. Slow Food's UK strategy is to partner with companies who have a focus on regional produce and support British farmers and food producers.

**Why not partner with Waitrose who are very similar in their commitment to quality yet have a wider reach?**

We believe that Booths has the best fit with Slow Food's overall ethos and approach and their policies on local sourcing are unrivalled.

**Is Slow Food UK looking for other supermarket relationships in other regions?**

Slow Food UK is looking to develop relationships that fit in with our philosophy and values, which help us to achieve our goals in promoting good, clean and fair food for all. Slow Food will not enter into other commercial relationships with any other multiple retailer during the term of the partnership with Booths.

**How does Slow Food feel about the other 75% of products that are not sourced locally?**

As well as sourcing locally and regionally, Booths also source as much as possible from the UK, which is also in-line with Slow Food recommended practises. Slow Food supports Booths' efforts to continually increase the availability of local food. We hope that through this partnership we can work together to make further progress on bringing good, clean and fair food to all.

**What does this relationship say about Slow Food's commitment to working with artisan producers and supporting sustainable local economies?**

We believe that the relationship with Booths is supportive of both of these aims. Through championing small producers Booths is helping to support and grow this sector of the food market.

Local economies rely on stable small businesses to remain vibrant and working with Booths is one way in which small producers can build and sustain their long term viability.

We believe that there is room for different types and sizes of business, be they retailers or producers, providing they have the appropriate focus on supporting good, clean and fair food.

**What plans does Slow Food have for other relationships with 'big brands'?**

Slow Food only aligns itself with companies or organisations, which share our values.

**What's the history of Booths?**

The Booths' story began when tea dealer Edwin Henry Booth opened his first store, the China House in Blackpool at the age of 19. With an entrepreneurial spirit and a simple approach to retail – *to sell the best goods available in attractive stores staffed with first class assistants* – Edwin soon expanded. New outlets opened in Lytham and Blackburn which, as well as the traditional tea, also sold an extensive selection of groceries, Italian delicacies, wines and spirits. Booths is now run by the fifth generation of the family.

**How many staff does Booths employ?**

There are 3000 across 26 stores, central office and distribution.

**Is the company privately or publicly held?**

Booths is a privately owned, family run business.

**What is Booths annual turnover?**

In 2009 the turnover was £250 million.

**Where is Booths central office?**

Preston in Lancashire.

### **Where are the Booths stores?**

Booths has 26 stores in the counties of Lancashire, Cheshire, Yorkshire and Cumbria.

#### **Lancashire**

Blackpool, Marton	Lytham, Ansdell	Preston, Lane Ends
Blackpool, Normoss	Lytham, Haven	Preston, Fulwood
Blackpool, Poulton	Road	Preston, Longridge
Carnforth	Lytham, St Annes	Preston, Longton
Chorley	Morecambe,	Preston,
Clitheroe	Torrisholme	Penwortham
Garstang	NEW in November	
Lancaster, Scotforth	2010 Hesketh Bank	

#### **Cumbria**

Kendal	Kirkby Lonsdale	Windermere
Keswick	Ulverston	

#### **Yorkshire**

Ilkley	Ripon	Settle
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#### **Cheshire**

Knutsford

### **What are Booths expansion plans for new stores?**

Booths has always grown organically and does not have a rigid set of growth targets. Current plans include one new store opening in November 2010 in Hesketh Bank, Southport and two more stores for 2011. There are no plans to expand into the South of England.

### **What are some of the awards which Booths has won?**

Booths has won many awards including the National Cheese Award in the Retail Cheese Awards, Multiple Spirit Retailer of the Year, Multiple Beer Retailer of the Year, Independent Fruit & Veg Retailer of the Year, Highly Commended in the Food & Farming Industry Awards, The Good Egg Award for not selling battery hen eggs and has been voted No 2 in the World's greatest food retailers by The Grocer magazine.

### **What are some examples of how Booths works differently with local producers?**

Booths has a 160 year heritage of retailing local food and supports farmers with local sourcing and marketing initiatives. Booths was the first in its field to do this and lead the way in championing local food. For example:

- Booths stocks Saltmarsh Lamb from Holker Hall in Cumbria whilst it is in season from June to November and then replaces this with in-season Herdwick Lamb from January to April.
- Booths pays a premium price for Bowland Fresh milk from the Ribble Valley in Lancashire.
- Booths has been working with the National Trust for three years to be able to offer customers traditional breed dry-aged beef which is exclusive to Booths.
- Booths works closely with its suppliers and invests both time and finances to support and develop producers.

There are some more detailed case studies included at the end of this document.

### **Is this a way for Booths to raise its profile?**

Booths believes that working in partnership with other companies and organisations who share its ethos and beliefs brings benefit to both parties. Booths makes decisions that it feels are right for the company and the values that it holds. Supporting an organisation such as Slow Food is in line with their strategy and philosophy.

Booths prides itself on being innovative and not following trends and this partnership deal is an ideal example of that.

### **Does this relationship endorse Booths' products?**

There is no product endorsement implied in this relationship.

### **What changes will there be in stores?**

The partnership will be supported by a range of literature for Booths customers and staff and for Slow Food members.

### **How will Booths' customers in store find out about Slow Food?**

Over the next few months information will be made available in stores along with information on the Booths website.

### **What benefits does this bring to Booths?**

An alignment with a respected organisation that holds the same values along with exposure to Slow Foods members.

**How does this benefit Booths' suppliers?**

We believe that this relationship will bring Booths' suppliers to an even wider audience. It is important to note that no product endorsement is implied through the relationship with Booths.

**How much is Slow Food being paid?**

As with all commercial relationships, this information is commercially sensitive and will not be made public.

**How can I find out more about Booths?**

More information on Booths can be found on their website [www.booths.co.uk](http://www.booths.co.uk). In the future we plan to hold information and tasting events at Booths head office, which will enable members of those Slow Food groups local to Booths to find out more. There will also be regular articles in the Slow Food newsletters.

**Are there any in-store benefits for Slow Food members?**

We're working on some in-store events for Slow Food members and as part of the longer term agreement hope to be able to extend more benefits to members.