



Village Shop News Update

Shop Telephone – 01295 760066



Shop opening hours: Monday 8 am – 1 pm Tuesday to Friday 8 am – 6 pm
Saturday 8.30 am – 3 pm Sunday 9 am – 12 noon

Post Office opening hours: Tuesday to Friday 9 am - 1 pm

Hoorah – we did it! 2017 was the best trading-year yet for the shop. Onwards and upwards.

In mid-January an open meeting was held in the Star to discuss strategies for ensuring that the management and running of the shop continues to operate as smoothly as it has in the past. I think the horrible business-speak expression is “future-proofing”. The meeting was very well attended (over 40 people turned up) and a number of excellent proposals were made. Foremost amongst them was for the preparation of a “manual” which will provide the details of roles and responsibilities for everyone involved in the shop operation. It was also proposed that ‘teams’ should be established so that back-up will be available for all of the essential elements of running the shop (accounting, stock management, trouble-shooting etc). There will also be a drive to recruit more volunteers from Sulgrave and surrounding villages and to draw in youngsters who need to fulfil the community service element of their D of E applications. Many thanks to Tom and Chris at the Star for providing the facilities and refreshments at no charge.

With Valentine’s Day fast approaching, watch out for a Fizz ‘n’ Chocs offer which will save you a few bob and get you lots of brownie points with your spouses. And, to keep the kids happy, we stock all the ingredients for making scrumptious pancakes on Shrove Tuesday or, if you are feeling a bit lazy and prefer to take a short-cut, we also sell Green’s quick and easy pancake mix in two flavours – ‘original’ and naughty ‘sweet and sticky’.

Wine sales burgeoned over the festive season and there has been lots of very positive feedback on our current ‘bargain red’ – the Irreverente Tinto. The Irreverente Blanco is also excellent value and has just been reduced to £5.50. There were a few moans from the cognoscenti last year when we ran out of our top-end Appassimento Italian red. Sadly I have been unable to get any more – but, I have managed to track down a small parcel of a high quality, medal-winning Valpolicella Ripasso which is made from the same grapes and shares the intense, full-bodied characteristics of the Appassimento. At £8.45 it is a little more expensive than most of the wines in our range but, as the RRP is almost £14 a bottle, it is a real bargain and a wine that you could take to a dinner party without embarrassment.

Word has got out that the shop is a finalist in the Countryside Alliance Awards and we have just received a letter of congratulation from our MP, Andrea Leadsom, (on House of Commons notepaper no less) in which she wishes us good luck in the finals. Winners to be announced next month.

Happy Valentine’s Day to all our volunteers and loyal customers.

Digby and Alison