



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

We are writing this on election day (copy has to be in really early for the January issue of Sulgrave news) so we are not able to give you a rundown of trade over the Christmas period.

Shop performance in 2019 is down on the previous year and this, in combination with increased running costs and capital expenditure, will almost certainly mean that the shop has made a slight loss this year. The robbery and burglary resulted in the shop being closed for a number of days and this had an impact on trade. We also had to write off a large amount of stock after the burglary which didn't help matters. Although the shop is classed as a 'not-for-profit-making enterprise', this is something of a misnomer as we need to make a profit on sales in order to pay salaries and to cover general running costs and upkeep. This is a round about way of asking all of you to give the shop your patronage and maybe spend just a little bit more each week. It may sound corny but every little really does help. Over the past 15 years Sulgrave Shop and Post Office has become such an important part of the community that it would be a tragedy for us all if we were forced, through insufficient support, to follow so many other rural shops down the road to closure. The old adage 'use it or lose it' is something we should all think about.

Wine sales have been healthy in the run-up to Christmas and 'Santa's Bargain Basement' of bin-ends for a fiver was a great success, with many customers waltzing off with armfuls of cheap bottles. At the time of writing there are just a few of these left and I am afraid that when they are gone, they are gone. The excellent Star Buy red – 'Codice' (pronounced Cod-eethay if you want to sound Spanish) has been very well received and there have been a number of advance orders for half cases. At just £5.75 a bottle it is something of a bargain. Again, grab them while you can as these special offers don't last for long.

The new all-singing all-dancing coffee machine is now installed and all reports to date suggest it makes excellent coffee. The Aussie 'flat white' will I am sure be a popular addition to the range of coffees on offer.

We have now installed strong burglar grids behind the windows and door and have added further cameras to enhance the CCTV system. During January we hope to rearrange the shop interior and replace the chiller that was damaged in the September burglary with a new display so the shop will have a fresh new look for 2020.

Thanks to you all for your support throughout the year and special thanks to our wonderful band of volunteers who keep the shop running seven days a week and do so much behind the scenes. A big thank you as well to Natasha and Jeanette who oversee the day to day running of the shop and Post Office and ensure that everyone is always greeted with a big smile.

A Merry Christmas and Happy New Year to you all.

Digby and Alison