

It is nice to begin this newsletter with details of a Christmas celebration which took place recently at the local White Hart Inn. Members of the Management Committee, Staff and Volunteers sat down together to enjoy a good meal. We hope to make this an annual event.

## **Shop Local**

It is surprising to hear that more and more shoppers are not only forsaking the big six national supermarkets in favour of low cost chains, but are increasingly using local and specialist shops for their everyday needs. We love to hear about this trend because it means the shop will have a viable future – provided of course that you are also part of this trend.

## **Christmas at the Store**

We are selling special Christmas products made by local people. The “old-fashioned” wooden tops and beautifully crafted reindeer bags (magic included) are unique to our store. You can also buy Alice Wood Designs: wreaths, candles and Christmas decorations from a local designer and noted supplier to Castle Garden Centre in Sherborne.

There is a lovely range of Christmas cards from those entitled Bishops Caundle Christmas greetings to a lovely Barn Owl card by John Dalton who’s famous for animal pictures. Simon Elvin has supplied some Christmas at Bishops Caundle card packs and we have charity cards supporting Barnados. The range is from 99p to £2.99 so do have a look at them. Don’t forget the last postage dates for UK are 18 December for 2<sup>nd</sup> Class & 20 December for First Class.

## **Gift Ideas at Christmas Time**

Here are some ideas for those important little gifts:

Soaps from Savon de Marseille are a thoughtful gift for those who prefer something a little different. There are several fragrances to choose from.

How about a special book? Cornelius, the story of a little dog who brought friendship, was written by local author Brian Moore.

Sherborne Castle Estate Special Reserve wine is always a favourite with many and makes a wonderful gift at this time of year. Even better chilled with Turkey.

Prosecco Spumante is a rather nice dry sparkling Italian wine and goes well with all things Christmassy, especially smoked salmon and other sea food.

The World Famous Blue Vinny cheese is made - almost on our doorstep, and is a great addition to any

cheese board. We are proud to be a local supplier of this delicacy.

Our local honey producers Roy and William continue to support our store with their most excellent golden sunshine in a jar.

We now stock locally made pies and pasties from Southfield Sweet N’ Savoury at Wincanton and these are proving to be a great favourite.

Our pork pies, sausage rolls, pasties and scotch eggs are made by specialist butcher Butlings of Ludwell near Shaftesbury.

You may have noticed new fridges in the shop. They were purchased to replace the old refrigerators which had become uneconomic to run. This has been possible due to the generosity of grant making trusts Hall and Woodhouse, Magna and the local Rotarians. It will enable us to carry a greater range of chilled foods so please let us know if there are particular items that you would like to purchase.

## **Christmas Opening Times**

To 24<sup>th</sup> December ..... Normal Hours  
Christmas Day ..... Closed  
Boxing Day 8am to 10.30am ..... Open  
New Year’s Day 8am to 10.30am ..... Open

## **Store Lotto**

Don’t forget to pick a number or two on the store Lotto. So far it has paid out around £700 to various winners from our community and Christmas time is always a nice time to invest a little extra. Why not give a number as a gift?

## **Our Store on Social Media**

A couple of months ago we re-launched the store web site, <http://www.bishopscaundleshop.co.uk/>. Now we are looking to exploit Twitter for the store. Liz already announces the store lottery winning number via Twitter @caundleshop. Since we started an active campaign, we have increased our “followers” from 15 to 28 in the space of a week. You, your children or grandchildren can also follow @caundleshop on Twitter and in so doing, spread the word about our shop. Please give them a nudge and ask them to re-tweet (you don’t need to understand and you will look “with it”).

*On behalf of the Management Committee, Staff and Volunteers, we would like to thank you for supporting us during the last year and send you season greetings and best wishes for 2015.*