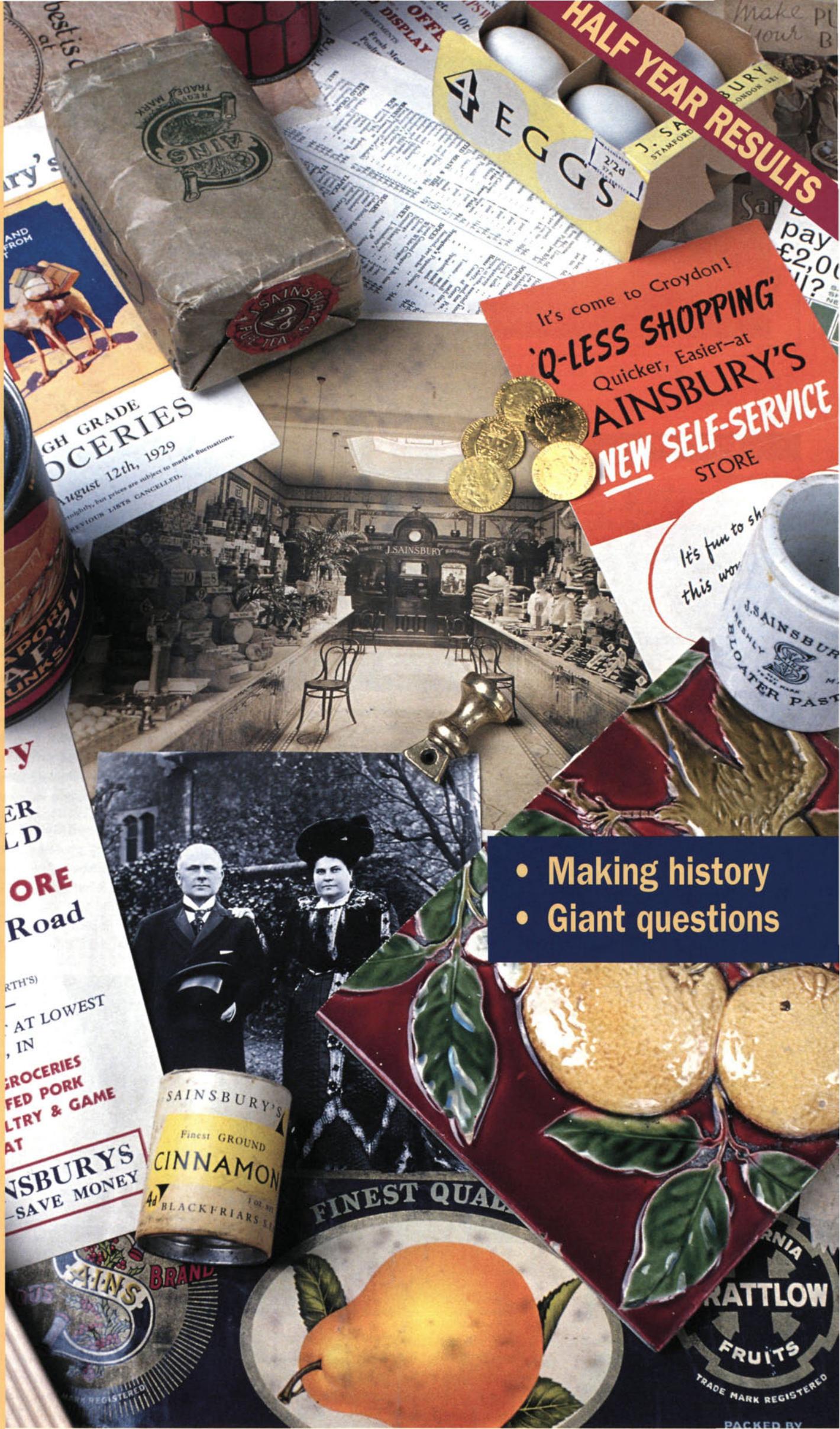


JOURNAL IS PUBLISHED FOR EMPLOYEES OF J SAINSBURY, SAVACENTRE AND HOMEBASE

Journal

NOVEMBER ISSUE
1994



- Making history
- Giant questions

J SAINSBURY

Savacentre

HOMEBASE

BARTLETT PEARS

Preserving

FRONTLINE



ARCHIVE TREASURES

Treasure trove

The company celebrates 125 years of history with the publication of the book 'The Best Butter in the World'. To tell the company history, it draws heavily on the treasures of our unique archives.

Author Bridget Williams tells the story behind the writing of the book, pages 13-16.

After hearing the company was taking a stake in the US food retailing company Giant, we asked David Sainsbury about this move, Shaw's and other diversifications. Interview report, pages 6/7. ■

Good Fortune tickets to be claimed



The BBC are looking for 'lively, bubbly' staff who would like to join the audience for Gloria Hunniford's new television programme.

Good Fortune! seeks to locate the rightful owners of thousands of pounds of unclaimed items, from premium bond prizes to inheritances. Filming takes place in London on most

Thursdays running up to Christmas. If you are interested then call the ticket hotline on 081 576 9861, leaving a contact name and daytime telephone number.

PROPOSALS UNLIMITED

Secretly planning to propose? Want to do it in a surprising way? Write in strict confidence to PO Box 5509, London W8 7WG.

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Ice cream is good for children



Walsall store manager Tracey Sherwood presents the lolly on October 5 but a young beneficiary is more interested in the ice cream.

Well, one ice cream turned out to be very good for some children in the West Midlands when Sainsbury's handed over a cheque for £10,000 to the Poet's Corner Family Centre in Walsall. The cash was raised on behalf of the Children's Society partly by proceeds from sales of the Ben and Jerry's ice cream range during days of in-store sampling in JS.

Sainsbury's The Magazine... of the year



Editor Michael Wynn Jones with his editorial staff.

Sainsbury's The Magazine has been voted Magazine of the Year in the Media Week 1994 Consumer Press Awards. In its first

18 months the customer magazine has attracted over two million readers for each issue. Loaded, Marie Claire and BBC's

Top Gear magazines were shortlisted for the award but Media Week said: 'The overwhelming vote went to Sainsbury's The

Magazine that, despite not being available on mainstream news-stands, has shaken up the consumer magazine market.' Editor Michael Wynn Jones told the Journal, 'I think we won because we haven't compromised in offering value while maintaining quality of production and editorial. The food is always the star.'

Meanwhile, internal communications has been enjoying its own success. Office Talk, the newsletter for staff at Blackfriars and Streatham offices, was named Newsletter of the Year in The Corporate Publishing Awards 1994.

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HEADLINES

Half year results

'We have strengthened our competitive position in UK food retailing by reducing prices and improving service.'



Chairman David Sainsbury with Sharon Chillipskien at the Interims press call held at Whitechapel.

'Shaw's, Homebase and Savacentre have achieved excellent profit growth of 26% and we shall be expanding these companies faster in future.'

J Sainsbury supermarkets

David Sainsbury explained that improving efficiency had increased the supermarkets' operating profit by 7.7% to £405 million while at the same time improving price competitiveness and devoting more resources to customer service: 'The improvement in our efficiency stems from major reviews of supermarket operations, support services and central departments.'

Price and service

'The Essentials programme has continued...During the first half, it is estimated that our prices were 3.3% below the average for other large supermarket chains. In the last year we have also embarked on a major programme to enhance the service we offer our customers through the involvement and training of staff and improving operating methods.'

Retail subsidiaries

'Our retail subsidiaries are now having a significant impact on growth in Group

profitability. In the first half, their rapid growth raised the increase in Group operating profit to 10.2% from the increase of 7.7% for Sainsbury supermarkets.

Savacentre

The hypermarkets increased sales by 8.4% to £360 million, and operating profit by 4.2% to £18.8 million. London Colney was the first store to be refurbished in the new Savacentre style, and is now achieving significantly higher sales.

Homebase

The DIY and garden centres increased operating profit by an outstanding 34.6% on sales which were up 14.3%. Sales volume growth in like for like stores totalled 3.5% despite the impact of the new Sunday trading laws which restrict opening to six hours.

Shaw's

The US supermarket chain continued its excellent recovery in profitability with an increase of 44% in operating profit to \$36.3 million. Sales increased by 7.6% to \$1.1 billion. Commented the chairman,

'Shaw's is now realising the benefits of developing its own brand range, and of the changes it has made to buying, systems and logistics.'

Store development

Fifteen Sainsbury's supermarkets were opened in the first half and five more will open before the year end. Looking ahead, the chairman said: 'Obtaining planning consent for large food supermarkets has become much more difficult in the current year despite the continuing demand for convenient car-based food shopping. This change in the planning environment will result in a decline in the number of Sainsbury supermarket openings next year to about 12 stores.' More money will be spent on refurbishing and extending existing stores and expanding the subsidiaries.

Refurbishments

'In the current year we will complete 46 store refurbishments and devote more space to fresh foods in over 80 stores. Next

HIGHLIGHTS

- Group sales up by 8.2% to £6.3 billion.
- Group operating profit increases by 10.2% to £463 million.
- Sainsbury supermarket sales and operating profit up 7.7%.
- Savacentre, Homebase and Shaw's increase operating profit by 26.3% to £58.1 million.
- Group profit before tax up 6.5% to £444.3 million and dividend per share up 6.7% to 3.2p.

RESULTS AT A GLANCE

SALES		£ millions
J Sainsbury	UP 7.7%	5,018.1
		4,658.1
Savacentre	UP 8.4%	360.2
		332.2
Homebase	UP 14.3%	207.9
		181.9
Shaw's	UP 7.2%	735.7
		686.2
Other operating activities		1994: 24.5
		1993: 8.8
Group sales	UP 8.2%	6,346.4
		5,867.2

OPERATING PROFIT		£ millions
J Sainsbury	UP 7.7%	405.0
		376.0
Savacentre	UP 4.2%	18.8
		18.0
Homebase	UP 34.6%	15.3
		11.4
Shaw's	UP 8.8%	24.0
		16.6
Other operating activities		1994: 0.1
		1993: 1.7
Group operating profit	UP 10.2%	463.0
		420.3

1994
1993

The operating profit interim figures for 1993 have been restated to include additional depreciation

year we will also have a major programme of refurbishments, and store expansions are planned to provide an additional 60,000 sq ft of sales area.' The Central concept will also be extended to further stores next year.

Looking to the second half

Since the half year, total sales in Sainsbury supermarkets have increased by 8.8%. Current sales in our retail subsidiaries are in line with the first half.

HEADLINES

Meat the experts

Deep in concentration as he takes part in this joint venture is Tim Smith of Tunbridge Wells.



Since September, 60 JS meat counter staff have been polishing up their customer service techniques and practical butchery skills with training at the Meat and Livestock Commission (MLC).

The new three-day courses, designed by JS and the MLC and run at the commission's headquarters in Milton Keynes, teach staff how to handle difficult customer queries, explain what happens to the meat from farm to counter, and even have staff cooking up some of the recipes they are likely to be recommending. The participants will be rewarded with an NVQ-compatible accreditation following a successful assessment from the MLC when their representative visits the store after the course.

Sainsbury's comes to the parties



Having dipped our toe in the water last year on Sunday shopping, JS had a more direct involvement with the party conferences this year sponsoring receptions at all three conferences and taking a stand at Blackpool and Bournemouth.

Nigel Matthews, Group secretary explains, 'Understandably, people want to know what JS thinks about a

whole range of public issues. Party conferences are ideal places for discussion and listening to the concerns of both local and national politicians. Delegates showed special interest in planning and environmental matters and we received compliments on the company's training initiatives such as NVQs and Choices. Thanks are due to the three

The option is yours

Hurry and you could just still join the savings-related share option scheme, which closes on November 18.



By putting away a minimum of £10 per month you can, in five years' time, buy shares in JS at 20% less than their price now with the money you have saved in the plan. Should the shares go up, you can make a substantial gain. Even if the share price goes down, you have the option in five years of simply pocketing your savings. Either way, you also receive

a bonus of nine months' payment tax-free.

All group employees with more than one year of service are eligible, though there are limits on the maximum you can save, and applications will be scaled down pro-rata if the offer is oversubscribed. Applications are available from BPMs or the Group secretary's department.

125 years of service and still improving

Sainsbury's is making a number of pledges to customer service to celebrate the 125th anniversary of the company. One million pounds per month extra has been made available to ensure that customers will never again have to queue beside a closed checkout. The company has also promised to replace any trolley that customers may be having a problem with and transfer the groceries.

As senior manager, service quality development, Terry Wells explains, it is all part of a long term commitment in the form of Quality and the Customer, to having the highest standards of customer service in the industry. 'Trolleys and queues have proved to be major irritations from our discussions with customers and from suggestions from STAR teams. An average of 150 extra hours is being made available in each branch by recruiting new people, reshuffling hours and offering overtime.'

Labour deputy leader John Prescott pulls the winning wine taster's name from the bag (held by Group secretary Nigel Matthews) at the Sainsbury stand at the Labour Party conference.

local stores: Blackpool's Redbank Road, Brighton's Lewes Road and Talbot Heath, who supplied the wine for the wine tastings and the receptions.'

Prime Minister John Major made a flying visit to the stand at the Conservative conference and Liberal Democrat MP for Southwark Simon Hughes spoke at that party's reception. As our picture shows, Labour Party deputy leader John Prescott drew the name of one of the winners in the Sainsbury wine tasting competition at their conference.

Deputy chairman is new voice of the industry

Deputy chairman Tom Vyner has taken over the presidency of grocery trade organisation, the IGD (Institute of Grocery Distribution), from Argyll chairman Sir Alastair Grant. The commitment is in addition to his work at Sainsbury's and means that Tom Vyner will be in charge of the strategy and direction of one of the retail industry's foremost trade organisations. He comments, 'The IGD is made up of representatives from every part of the food industry and, as such, is



Tom Vyner.

unique. It has a wonderful reputation for both its educational programmes and its research activities. It does not get sufficient recognition for its role within the industry and I hope I will be able to help it to gain the credit which it so richly deserves.'

All aboard for GNVQ scholarships



JS took part in the launch of the GNVQ scholarship scheme aboard HMS Belfast on October 19.

Left Tim Boswell, Minister for GNVQ's, and Mike Heron, chairman of the Council for NVQ's and Post Office.

JS is one of the founder members of the scheme which is aimed at encouraging current students of the scheme to attain the best marks possible and to emphasise the relevance of GNVQs to work. There are already around 100 JS staff on the scheme who would qualify for the scholarship.

In Sainsbury's the scheme will offer £100 and a trophy to the student judged to be the best in each district; the best student in the company will receive £500 and a guaranteed

VATS placement if they go to University.

Applications for the scholarship scheme will be taken at the beginning of next year.

Tunnel debut

The first JS deliveries to come through the Channel Tunnel are in stores now.

Wine on containers that came up from Narbonne in France arrived in England last month. Business development manager Garry Marshall explains, 'It is actually more environmentally friendly to send the containers through the tunnel. If deliveries come by rail we receive an exemption from the normal 38 tonne limit and are allowed to carry 44 tonnes on one vehicle. That is more economical and environmentally friendly.'



See Green Scene on page 17 for a closer look at transporting food.

Garry meets the load at Wembley after it has travelled overnight by rail through the tunnel from Avignon.

News in brief

The brown uniforms became JS history on October 31 when staff at Bristol's Kingswood store were the last to convert to the blue uniforms. Fifty tonnes of the old brown uniforms are not going to waste - the Operation Christmas Child charity is sending body warmers to Eastern Europe and the rest to needy hospitals and care units.

Safeway has launched an own-brand cola drink - Safeway Select. It follows the recent launch of Virgin Cola, for which Tesco has an exclusive distribution deal. Sainsbury's Classic, Safeway Select and Virgin Cola are all made to different formulations by the American Cott Corporation.

The 1994 Children in Need appeal has begun in earnest and this year's merchandise includes a Pudsey Bear drinking straw. The mini-



Operation Christmas Child distribute aid to the needy in Romania.

mum donation is 99p for the straws. The BBC television programme will be broadcast on November 25.

Carry out bags are now to be used regularly for product promotions following the success of Classic Cola advertising. The Novon re-launch is currently emblazoned on one side of the plastic bags.

The 1994 retail Health and Safety Week in October

raised awareness not just of general H&S issues but also the 'National Lighten the Load' campaign, which promotes safety procedures in manual handling.

CORRECTION

In the October issue of the *Journal*, Newbury store manager Mike Salmon was incorrectly referred to as Mark Salmon.

APPOINTMENTS



Michael Morgan.

MICHAEL MORGAN is replacing Michael Rosen, who has resigned, as head of the grocery division reporting to Robin Whitbread. Michael Morgan continues his responsibilities for international buying.

ANGUS CLARKE will retire from the company in April 1995 after 29 years' distinguished service.

Personnel director John Adshead took over responsibility

from the half year, for the information systems division, and will now start to take responsibility for distribution and corporate logistics for handover at the end of the financial year.

Finance director Rosemary Thorne assumes responsibility for the company secretary's department from John Adshead.



Angus Clarke.

In the last *Journal* we reported that the company was to buy a 16% stake in the North American supermarket chain Giant for £205 million. We met David Sainsbury to find out more:

Q How long were you looking for another US investment and how was the search conducted?

It was about two years ago that we started looking seriously. We decided originally we wanted to look for a company on the eastern side of the States, and so we compiled a list of all the companies that were possibilities. Then we gradually got to know them. Some were family companies, others were independent companies put together by entrepreneurs.

We visited them and got all the information we could, including financial information from analysts and so on, but a lot of them we already knew something about.

Q How important is the physical location of Giant within the US?

We felt it would be very much easier to manage a company if it was roughly in the same part of the USA as Shaw's. But you needed to have some space between them so each of them could expand. If you were trying to run one in California and one in north east America there would be a huge increase in management time. You would also have to learn about a new market. And you would be dealing with a completely different set of suppliers.

Q Do Shaw's and Giant share any competitors?

No. The distance is around 300 miles - about the same distance as between London and Edinburgh.

Q How did we pay for the shares, and will this investment affect our profit sharing?

We're paying with cash, and increasing our borrowings. There won't be any impact on the interim results because this is all taking place after the interims.

It won't make a huge difference to profits - it will be marginally helpful because our share of their profit will be greater than the interest charges we will be paying on the borrowing. As for profit sharing, the interest we will pay on the cash raised and our proportion of profit from Giant will be kept out of the calculations so there will be no effect.

Q We have been told Giant is profitable but where will profit growth come from in the future?

They have enormous opportunities to expand, particularly northwards into New Jersey, Pennsylvania and Delaware. They have tended in the past mainly to concentrate on the Washington area and have

not opened many new stores recently, but they are now beginning to expand into new areas. That's where I think a lot of the profit growth will come from.

Q Will their expansion eventually see them butt up against Shaw's territory?

Yes, but there is rather a long way to go. They have the whole of New Jersey, Pennsylvania and, at the moment, the whole of Connecticut and New York State in between them. It will be a long time before Giant gets up to Connecticut. Shaw's will be expanding into Connecticut next year.

Q Did the City see this as a good investment?

Yes, Giant is known to be a very good company. It showed we had a clear plan for expansion and we could see opportunities for future growth. And the price was felt to be a reasonable one.

Q Does it mean you are not interested in Europe?

No. I think if we saw an opportunity we would take it. At the moment, we don't see anything but that doesn't rule out Europe.

In America we had a clear idea of what we wanted to do. We wanted to buy into another chain and Giant meets all our criteria in terms of being a good operation and the right size in the right place. I think the difficulty in Europe is seeing how one could get into the sort of countries that might provide suitable opportunities. In a lot of these countries there are good national chains which you would not be able to buy into, and small chains would have to compete against these national chains, whereas in America, the national chains haven't done nearly so well.

Chairman answers Giant questions



THE DAVID SAINSBURY INTERVIEW



Q Where do you think this investment puts us in relation to our UK competitors?

It means we own one significant business in America and have an important minority stake in a second, as well as having Homebase and Savacentre. I think it means that in terms of diversifying the business we are well ahead of our food retailing competitors here.

Tesco's two diversifications are very small in comparison either with Shaw's or Giant. They are not big enough to have any real impact on their results.

Q When we moved into Shaw's we acquired a small stake in 1983 and were majority shareholders by 1987. What is the plan with Giant?

We will see how things go. The rest of the business is not for sale. We are very happy for the moment to be a minority shareholder.

Q Is the style of Giant shops similar to Sainsbury's and do supermarket assistants wear uniforms?

They are one of the highest quality operations in the USA, and are like an American version of JS. They operate in a wealthy market and they meet the needs of that market. They

are known particularly for the very high quality of their prepared foods.

They also have a very high reputation for pharmacies - being one of the people who do it best in the States. Interestingly, they have them in the middle of the stores on the back wall.

They have big stores and they are found in the suburbs rather than city centres. They have rather more health and beauty, more cards and books and so on, but they are still very much supermarkets rather than hypermarkets. They do still have bulk foods which is rather surprising as most American chains have now taken them out. They do it to give a price message.

Staff do wear uniforms but, as with the rest of America, there is not quite so strict a dress code as in the UK.

Q What can we learn from Giant and what can we teach them, and are there any plans for Shaw's and Giant to work in tandem?

I'm sure we will find there is a lot we can learn from Giant and there are probably some things they can learn from us. But we will need to know more about each other first. They are going to give Shaw's some help with pharmacies right away as we know they are a leader in this field.

Q Have the Sainsbury's directors been chosen for the Giant board, and will there be secondments such as those of JS personnel to Shaw's?

We have a view who will do it but I will be going over in early November to talk to Izzy Cohen [Giant chairman] and that will be one of the subjects we will talk about.

If they feel there is an area in which we can help them, and that would be best achieved by sending someone over, as we have with Shaw's, then we will do that.

Q Will we ever see a Sainsbury's store in North America?

I think it's very unlikely as Shaw's and Giant both have very good names with a loyalty attached to them. It would be expensive and pointless to change the name to one which has no particular loyalty in America.

Q Is it true you will be attending the Superbowl in Miami next year with Giant chairman Israel Cohen?

No. The invitation came from a director of Warburg's [Sainsbury's investment bankers]. There was a lot of talk about American football during the negotiations. As we were waiting to see what

the Lehrman family [whose share of Giant, Sainsbury's is buying] felt about the proposals we had put before them, I commented it would be nice at some point to understand how American football works, so the Warburg's director said, 'Why don't you come to the Superbowl?' But Izzy Cohen is a great football fan so I hope we will be going to some matches with him.

Q What is he like?

I think he is a marvellous man, genuinely one of the great figures of the industry who has built up this great company founded by his father. He is a great trader and a man of huge energy and enthusiasm. We have known him for a long time and we have always had very good relations. I think it will be enormously pleasurable to work with him.

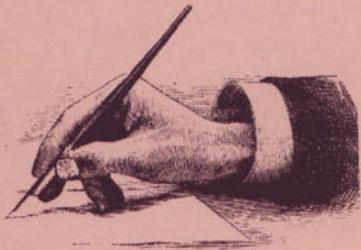
COMPANY PROFILE

- Chairman is Israel Cohen, aged 82
- Last year's sales were equivalent to £2.26 billion
- Last year's operating profit was equivalent to £108 million
- 159 stores, most of which are food/drug combination stores
- Average store sales area is 25,000 sq ft
- Ranked 15th biggest US food retailer
- 24,500 employees
- 44% share of Washington metropolitan market and 29% of the Baltimore market
- There is a Giant own label which accounts for 20% of sales
- The company also has a bakery, dairy and ice cream and soft drinks manufacturers. It manages 28 shopping centres, of which it owns 15. It wholesales produce, pharmaceuticals, snacks and magazines, and it runs a distribution operation.



WRITELINES

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nous auons ceste singu
que la vertu lance quelque
rdneur en l'entendement de t
ex qui ne la suyuent ne lai*



SHOW UP FOR YOUR SHARE?

Jane Barnett, STAR co-ordinator, Sheffield

During a STAR meeting, the subject of absenteeism was discussed and a suggestion put forward which seemed to win quite a lot of approval.

At present, the profit sharing appears to be worked out on wages paid and we feel it would be more fair if it was paid on hours worked during the year.

At the moment, people who are consistently absent (for example, have all their illness time off every year) receive the same amount of bonus as people who have either no, or very little, time off. This does not seem fair as it is the latter group who have to cover.

Judith Evans, departmental director, corporate personnel, replies:

I can understand how people might feel it 'fairer' if the profit share was allocated to those who made greater contribution to the company through

higher attendance levels. However, the profit sharing scheme, in order to be eligible for tax exemption, has very clear rules. Currently this prevents us from withdrawing the profit share from those not attending. I do not think, either, that it would be advisable to do so, as there would always be circumstances, such as when someone is seriously ill, when we might feel it equally unfair for them not to receive the profit share.

EYES ON THE FUTURE

Neil Collins, replenishment, Prescot Road, Liverpool.

May I suggest that instead of having a chiropody service for our staff we have an annual eye test.

As VDUs etc. are quite often used in our stores, staff are working under fluorescent lights, and a lot of staff need to read small figures, credit cards, etc. I wonder if it's time for a change.

With Glaucoma being quite common these days, difficult to detect and quite often only detected when

it's too late, I feel if we couldn't have both services it would be more important to have an annual eye examination.

Secondly, may I suggest that we have some relaxing backing music for our customers. It could also ease a hard day for our good staff.

Dr Brennan, company medical adviser, replies to Neil's first point:

Our chiropody service provides a valued on-site amenity. Over 40,000 feet a year benefit. (Of course the same foot may benefit more than once!)

VDU users are presently eligible for free eye tests.

Glaucoma is uncommon below the age of 40. Thereafter, it increases with age. Those with a family history of Glaucoma are eligible to free eyesight tests.

The majority of our older workforce will usually had had reason to visit an optician, who will routinely screen for Glaucoma.

Thank you for this suggestion. We regularly review our occupational

health provision, our aim being to keep up to date and address employee concerns.

Director of branch operations Trefor Hales replies to Neil's second point:

We have considered this and of course we do provide background music in our coffee shops, but it is not something we feel we want to use in the supermarkets. The choice of style of music and volume level are of course very important.

Our experience in coffee shops suggests it is sometimes difficult to achieve the right balance and not simply cause annoyance. This is illustrated by the fact that, although we have had very few complaints from customers, we have received quite a few adverse comments from staff regarding continual background music!

TRUTH IS STRANGER THAN FRICTION

Karen Punch, SABRE clerk, Swiss Cottage,

in response to 'Getting a handle on the shopping trolley', October JS Journal.

Re the statement 'Which product will withstand more than 5,000 miles of knocks but can succumb to the female sweat gland?'

Who on earth is immediately going to deduce that the 'female sweat gland' refers to the female palm? Not only is this an obscure statement, but is a remarkably sexist one. Who will substantiate that only the female members of the population frequent supermarkets and do so much damage? What a blinkered remark to make in this age of the 'new man'.

Statistics show that more and more men are taking over the role of the 'housewife', whilst the female counterpart becomes the breadwinner of the family. I don't suppose for one minute that these 'new men' will appreciate this

RITA'S AHEAD OF HER TIME



Rita Shaw, ex-Sainsbury staff, Norfolk

I was most interested in the article on JS 125th anniversary that appeared in our *Eastern Daily Press*, particularly the picture of the checkout operator, as it happened to be me!

Suddenly I felt terribly old! The caption '1906 - and despite the woodwork, the supermarket style is already familiar at the opening of Sainsbury's Guildford branch' - that makes me 112 years of age!

Of course it was 9/11 Croydon which opened in 1950, the first self service branch and I was lucky enough to 'put through' the first customer. They were happy and exciting times.



CUSTOMER LETTERS

blatant non recognition. Food for thought?

Journal replies:

We apologise if we gave the wrong impression. We certainly do not assume that all our customers are female. The curious fact referred to in the introduction to the trolley feature, and explained within the body copy, is that female sweat is more corrosive to metal than male sweat. We had no intention of dismissing the 'new man'. In fact, we think he should be encouraged in all respects. But the scientific fact is that the corrosive qualities of his palm's secretions are just not up to those of his female counterpart.

BACK PAGES

Winifred Rutherford, Veteran, Middlesex.

I have just finished reading my September *Journal* and on the Archives cover page there is a reminder of JS' 100 years celebrations. I still have my copy issued then and have given it to my daughter to read.

May I wish the firm all the best on their 125th anniversary. Here's to many more.

GOT YOUR NUMBER

David Gooch,

I was out having a friendly drink with a work colleague when the topic of the number of lines in stores came up. My colleague believes that the average Homebase store carries more lines than an average JS store. I differ in this and think that JS carry more lines. Who is right? Can you settle the argument?

Journal replies:

After contacting the branch merchandising departments at Homebase and JS we have established that your colleague is

Esther Ryley, customer at Bybrook.

When I arrived at your store to do a 'big shop' I discovered the central locking was not working on my car so I couldn't leave it as it could be stolen. With my three-year-old twins in tow, I approached customer services (Louise Plant, I think her name was) she was most helpful and between us we decided the best thing to do was to put the car in the staff car park and block it in with a member of staff's car. Along comes Brian the trolley man, a true knight in shining armour - who sorts out the problem using his own car, then leaves his lunch break to come and let me out. Can you please pass on my thanks to Louise and Brian.

Marjorie Morris, customer at Chichester.

A Phoenix Called Sainsbury's

We've missed you Sainsbury that's for sure, So oh! the joy when you open that door.

I live quite near just a stone's throw away, So I'll be there from the first day.

There's no one makes pork pies like you, And things I've taken a fancy to.

I've missed you from my weekly shop, For price and value you're the top.

You overcame a great disaster, But the beautiful shop that now comes after Must be your very pride and joy

To you and all you do employ.

Jenny Wistreich, customer at Harrogate

On September 29 I was taken ill whilst going through the checkout. My condition was soon noticed by the woman

working on the checkout, and the woman on the next checkout immediately gave me her seat.

I was supported by these two women with such consideration and kindness that I wish to express my extreme gratitude to them and to the man who brought me water, and another who took my shopping to my car. I was eventually given a cup of tea and biscuits in your café whilst someone was telephoned to come and collect me.

The care I received was beyond the call of duty.

I look forward to many more years of shopping at your store where 'customer care' is not a superficial smile but genuine kindness.

Daphne Langrish, customer at Fareham

This is a song of praise for your branch at Thackery Mall in Fareham and the manager, Mr Lister - a young man who understands how difficult it is for us wrinklies when it comes to bringing home the bacon.

Our son in Dublin sent me a cheque to buy his father ten packs of Guinness - easily said but not so easily done when it comes to transportation of same.

Here is where your Mr Lister came to the rescue: When I asked him how the devil was I going to get it home, get it home for us he did and so I say a big thank you to him and to Sainsbury's.

One more thank you - for the small trolleys. No more bending - hurrah!

Erica Lopec, customer at Ipswich.

May I congratulate you on producing a 'chocolate surprise' suitable for vegetarians. It is wonderful to see progress towards foods with no animal slaughter, especially when

no concession to taste is made. Well done! As ever your store impresses.

Mr E Headon, customer at Leighton Buzzard

I would be obliged if you would convey my sincere thanks to your staff who attended to my wife when she collapsed in your store. During this distressing time, the comforting words and patience displayed by your staff were highly commendable and a credit to your organisation.

SH Peacham, customer at Camberley

On October 19, my elderly mother of 92 was taken seriously ill in your store. Luckily, she has made a good recovery and should come out of hospital soon. The manager and her staff that afternoon were absolutely wonderful...to both my mother and myself. I really cannot thank them enough. First aiders appeared and then the paramedics were called.

They even took the time to phone me at home to see how she was. I really can't thank them enough for their help and kindness in this situation.

Mr A Cast, customer at Thetford

I have good reason to be thankful to Lorraine Bascombe in the coffee shop. I left my cap there after having a light lunch. It appears she tried to catch me in the car park but I had left. She put it in a safe place until I came again, which was some eight weeks later owing to a spell of bad health. But she remembered me. I know a cap is not of any value but it was a gift. I tried to reward her with a small gift which she flatly refused. Perhaps you will be kind enough to convey my thanks to her.

indeed correct. John Barber, the marketing manager of Homebase told the Journal that the average store carries approximately 18,000 lines or products and the larger stores as many as 22,000.

Richard Warriner of the JS merchandising department confirmed that the average JS store carries approximately 17,000 lines, while the larger stores have a maximum of 19,000.

HOT ISSUE

Staff from Chelmsford Central (40 signatories)

We read with interest in the September *Journal* complaints about the cost of puddings in the staff restaurants. We here at Chelmsford Central would be only too pleased to pay 22p for any pudding.

When our store was recently closed for refurbishment, and opened a month later - all very smart and seemingly with no expense spared - we watched as our canteen was dismantled, to be replaced by a row of vending machines.

(CONTINUED ON PG. 27)



LETTERS ARE WELCOMED AND SHOULD BE SENT THROUGH THE INTERNAL POST TO THE JS JOURNAL, 6TH FLOOR, DRURY HOUSE, BY ROYAL MAIL TO THE ADDRESS ON PAGE TWO OR VIA OASIS I.D. 'JS.JOURNAL'.

Please provide your name and location. We cannot publish or obtain replies to anonymous letters.

OPENINGS



HOME BASE

DAYBROOK

Opening date: 19 August 1994
Address: Mansfield Road, Daybrook, Nottingham
Opened by: Deputy managing director Ross McLaren
Store manager: Stephen Lumb
Project manager: Neil Hotston
Staff: 49 (45 new staff)
Sales area: 41,511 sq ft
Car park: 160 spaces

SUPERMARKETS

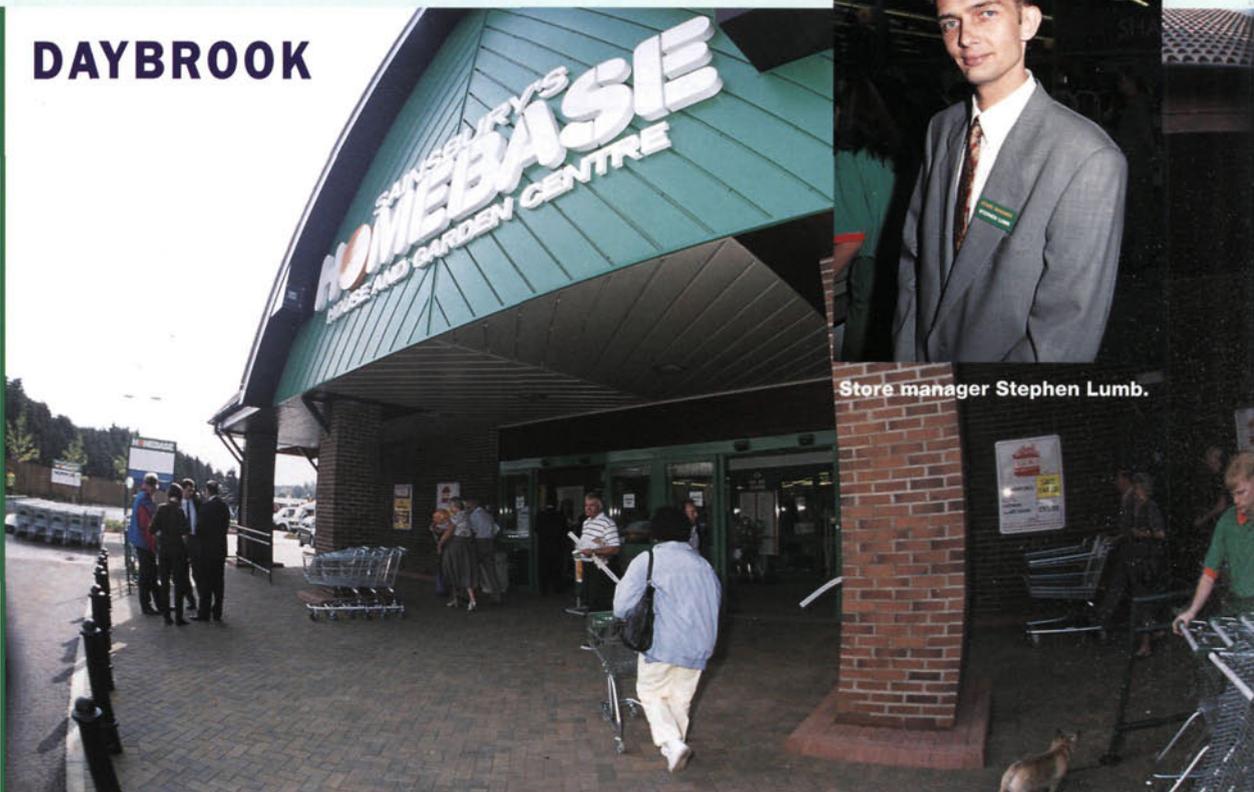
FERNDOWN

Opening date: 23 August 1994
Address: Ringwood Road, Ferndown, Dorset
Opened by: Deputy chairman Tom Vyner
Store manager: Alan Barker
Project manager: Henry Grala
Staff: 385 (309 new staff)
Sales area: 32,000 sq ft
Car park: 560 spaces

WARLINGHAM

Opening date: 13 August 1994
Address: Limpsfield Road, Warringham, Surrey
Opened by: Chairman David Sainsbury
Store manager: Kevin Plant
Project manager: Keith Butler
Staff: 274 (240 new staff)
Sales area: 23,000 sq ft
Car park: 364 spaces

DAYBROOK



Store manager Stephen Lumb.

FERNDOWN



Ferndown manager Alan Barker can proudly admit to being the only JS store manager in JS unfit to hold a liquor licence. This is not because of his drinking habits (though he suggests some friends might agree that it should be!) but because as Justice of the Peace he cannot risk a clashing of duties. He sits on the Dorset magistrates court and says, 'If I can improve Dorset life, even in a tiny way, I think it is worth it.' The courts sit several hours during weekdays and Alan fits his working hours around his legal duties. 'Most days I can walk into work and know pretty much what the day will be like. When I walk into the magistrates court I never know what will come up.'

WARLINGHAM



Until JS built one of its smallest new stores in recent years, the Warringham site was for five years a derelict eyesore in the quaint Surrey commuter town. Many customers remember further back to when the site was a London Country bus depot and diesel engines would rumble into life at the crack of dawn. Now the smart new store is a popular feature with residents. They are welcomed by a splash of colour at the entrance where a 155,000-piece mosaic charts the changes in Sainsbury's through its 125 year history.



'May I help you' encapsulates Nick Marshall's approach to service.



Tony Maiella (left) and Matthew Severn.

A miner, a jeweller, a mechanic - all life is here at Daybrook. Staff at Nottingham's second Homebase, in the north of the city, have a wide range of backgrounds, from which they bring a variety of skills to the DIY and garden retail business. Deputy manager Jeremy Shaw says he has a young team and he is looking forward to working with them, 'We

have a lot of students who haven't worked for Homebase before and they are all going to improve their skills at different rates. It will be nice to look back in a year's time and see how they have grown in confidence and ability.'

Roger Clark and Tom Middleton.



Store manager Alan Barker joins customer Maureen Challis at Cindy Greenwood's checkout.

Sixteen-year-old David Riseborough's career gets off to a shining start.



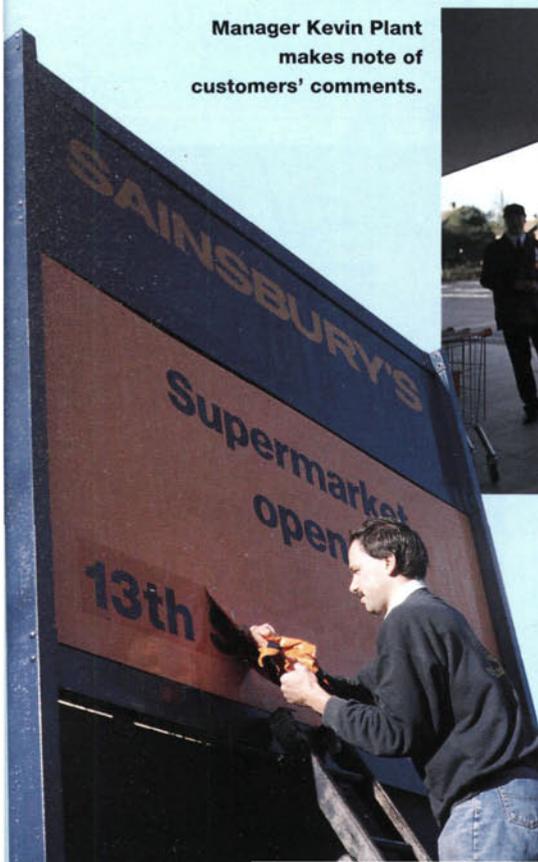
The Journal asks deli section manager Ann Morrison to say 'cheese'.



Manager Kevin Plant makes note of customers' comments.



Blarthin Stafford, a 'defector' from Merton Savacentre, chats with a customer.



O P E N I N G S



SUPERMARKET

CHICHESTER

Opening date: 16 August 1994

Address: Westhampnett Road, Chichester, West Sussex

Opened by: Chairman David Sainsbury

Store manager: Chris Davies

Project manager: Ray Riley

Staff: 393 (170 new staff)

Sales area: 36,383 sq ft

Car park: 655 spaces

Chairman David Sainsbury is interviewed by Radio Solent.

CHICHESTER

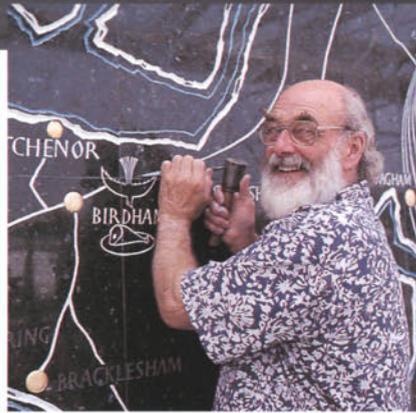


Store manager Chris Davis.

The phoenix has risen! Little remained of the old Chichester supermarket after it was ravaged by fire eight months ago. But a new and better store with the addition of a fresh meat counter, cash dispensers, baby changing facilities and Shoppers' Restaurant has opened on the original foundations. A 2.5 metre long granite mural survived the intense heat of the blaze, and its 35 tiles were restored and reassembled outside the new store. Nothing went to waste: even the £5,000 salvage value of the scrap metal was donated to local charity Operation Collingwood.

It has been a difficult time for the 200 or so staff temporarily relocated at nearby Rustington, Farlington and Lyons Farm. Says senior deputy Colin Daly, 'They were each given a great welcome, so much so that some were sad in a way to leave.' But he is glad to be back, 'On opening day it seemed we had hardly been away - the familiar customer faces were there again. I think they are glad to have the Sainsbury brand back in their baskets.'

The mural is restored.



25 years of the



CLUB



Employee services manager Paul Foulger addresses the 25 Club.

This year's 25 Club meeting for staff who have completed a quarter of a century service was a special one. The Club itself was celebrating its silver anniversary and employee services manager Paul Foulger, who for years has organised the 25 Club dinners and presentations, was speaking at his first and last meeting as a member.

In his speech, the chairman David Sainsbury commented on the major events of the last year, including the launch of Classic Cola, the Genesis project, Tesco's acquisition of William Low after Sainsbury's forced the price up in the bidding, and our acquisition of a stake in the US Giant supermarket chain. He described it as a year of great change, and lightheartedly commented that he had at times felt a little like former US President Harry Truman, who said, 'Last year I said that we were standing on the edge of a precipice. I am pleased to report that in the last year we have taken a great step forward'!



Pound Lane's Rita Mayes was attending her first 25 Club but brothers Michael (right) from Mosborough and David from Great Yarmouth were able to show her the ropes.



PAGES OF HISTORY

The making of 'The Best Butter in the World'



Q: WHEN DOES BEST BUTTER SELL
LIKE HOT CAKES?

A: When it's a JS History!

The Best Butter in the World, by Bridget Williams, was launched on October 17 at the Cromwell Road branch, where chairman David Sainsbury signed copies of the book for customers who queued to meet him and, in many cases, to share memories of the 'old days'. JS veterans Reg Ranger and Ian Jamieson were on hand to demonstrate that they, at least, had not lost the ancient art of 'knocking up' butter with beater and slice, and to give pats of free butter to customers who bought the book during the signing.



Bridget Williams, manager of the Archives, and now also the recently-linked JS Journal department, is author of *The Best Butter in the World*. She gives us the inside story.



The book launch at Cromwell Road: JS veterans Reg Ranger (left) and Ian Jamieson with Bridget and assistant company archivist Karen Fielder in Edwardian dress.

It is an unusual book,' says Bridget. 'We were clear at the outset that what we wanted to produce was not a traditional-style corporate history eulogising the Sainsbury Family and senior

management, but a true-to-life social history of JS working life and of the changes in shopping and eating habits in which the company has participated over the last 125 years. We also decided that we wanted a serious history, looking at JS in its wider context, but which was also lively and attractively produced. I hope it doesn't sound too immodest to say that I believe that we have fulfilled this brief pretty well.'

The book is also unusual in being researched and written "from within", rather than by someone brought in specially for the project. My knowledge of the company, gleaned over 12 years working for JS, meant that it was possible for me to do all the research and picture research, and to co-ordinate the whole project, as well as

actually writing the text, doing jobs which would normally be shared between several people. This also meant that it was possible to produce the book comparatively quickly: two years may sound a long time to be working on a single project, but most serious history books take many years to produce.

This was, of course, very hard work: the word deadline hardly does justice to the pressures inherent in working on text, pictures, picture captions and all the different stages of proof-reading, often with several stages running simultaneously. At one stage I had packages arriving at my home from the designer and typesetter at any time from 5.00am to midnight!

However, the main reason why it was possible was that, as a JS employee, I had all the support network which that implies and in particular the advice and knowledge of JS employees past and present.

The JS veterans were a key source of information. The Archives have extremely good contacts through the Veterans' welfare section, and have been running an oral history programme, involving the tape-recording of selected veterans, for several years. It was great to put these interviews to good use, as well as to supplement them by talking to veterans at all levels, from Mr Alan (Lord Sainsbury of Drury Lane) and Mr RJ (Sir Robert Sainsbury) to retired store managers and former egg boys!

The book comes right up to date, and so I also drew on the knowledge of current employees - board directors, branch, head office and area staff. Frequently it was necessary to speak to several people on a subject - such as daily life in the branches in the 1930s - in order to get a rounded picture. Quotations were used to bring a "real life" flavour to the book, as well as to give credit where it's due. I also "used" JS people to make frequent checks on facts and figures - there is no more critical audience than JS people!

JS's status is such that by talking to company experts, I was able to get a wider picture.

Page 13. The interior of Guildford branch on opening day, 1906.

Guildford 1929, with fleet of Morris Cowley delivery vans.



Peter Ibbotson, for example, is an internationally-renowned expert who has played a key role in the development and introduction of computerised energy management systems. To have access to that sort of knowledge is an enormous privilege.

The whole project was supervised by Mr JD (Lord Sainsbury of Preston Candover), with regular input from the chairman and a small editorial team. Mr JD spent countless hours advising and commenting on the text. No-one would believe me if I were to deny that he was a stern critic, but his commitment to the project, encouragement and support were invaluable. I often found myself considering how many journalists and writers would give their eye teeth for the opportunity to work so closely with a man whose knowledge of the business, built up over more than 40 years, is unsurpassed.

The other major source of information was the JS Archives. Letters, minutes, accounting records, speeches and newspaper cuttings were all carefully perused. One particularly important source for the difficult days of the Second World War was a near-complete set of branch bulletins. These provided an insight into the practical problems of rationing registration, repairing bomb damage to shops, the catering problems of housekeepers battling to provide nourishing meals to the branch staff who 'lived in' and even the dismissal of the (very few) staff who broke the rationing regulations. The two volumes of wartime bulletins extend to several hundred pages and include many tales of heroism, such as the staff who reported for work as normal at the Norwich branch the morning after a night of bombing in which several lost their homes. I found the cumulative effect of these papers intensely moving, and was almost ready to join in the street parties personally when preparations for VE day were announced!

Not all the records I consulted were very old. A huge collection of papers deposited by former departmental director Jeremy Grindle provided a fascinating insight into the research and development work which was behind the



Ernie Wise and his wife (centre) toast the book's success with JS veteran Reg Ranger and his wife.

introduction of computer checkouts in the 1980s. One report even described an early visit to Shaw's, long before they became part of the Sainsbury Group. Here again, it was possible to trace the actual process by which JS established its early lead in the introduction of laser scanning technology.

Equally important was the Archives photo collection. It was resolved at the outset that *The Best Butter in the World* would be very heavily illustrated, with a balance of one-third pictures to two-thirds text. There can be very few companies which have a historical photo collection which is strong enough to achieve such an ambitious objective, but all too often the problem for me was what to leave out! Regular readers of the *JS Journal's* Archives page can be in no doubt as to the quality of the pictures which have been kept as treasured possessions by JS staff and customers over the years, but even a regular slot in the *Journal* has revealed only a fraction of the 50,000 images in our collection. It is a superb resource which is not only exploited for internal speeches and training videos, but for local publicity, educational publications and media requests.

By comparison with the celebrations for the company's centenary 25 years ago, JS's 125th anniversary has been quite a modest event. However at a "birthday party" on October 17, Mr Alan, Mr RJ, Mr JD and the chairman together blew out the 125 candles on a cake specially made by Jane Asher in the shape of the book and, together with guests who included JS veterans and staff who had helped in the production of the book and four of the company's longest-standing suppliers, toasted JS's next 125 years.'



The founders' ambition, in 1869, was 'to have the best butter in London'. By the interwar period, the company made the much grander claim of selling *The Best Butter in the World*, as this 1930 handbill shows.



125 candles on a cake made and decorated by Jane Asher in the form of the book needed the combined puff of (left to right) Mr Alan, Mr JD, the chairman and Mr RJ!



The JS Archives



Postcard advertising Sainsbury's 'pure concentrated' cocoa, c1920.



Assistant company archivist Karen Fielder in the new archives.

Sainsbury's Archives has achieved recognition as one of the leading business collections in

Britain and a centre of excellence for food retailing history. Not surprisingly, the Archives were by far the most important source for *The Best Butter in the World*, although research for the book also included exhaustive reading of background history and, especially for the early part of the book, of documents held in local record offices.

The Archives were founded in 1975 on the instructions of Mr Simon Sainsbury, who was then deputy chairman of the company. He recognised that specialist skills were necessary to organise and preserve the collection of historical material which had been accumulated during, and subsequent to, the production of the Centenary history, *JS100*.

The collection grew steadily - JS customers and staff appear to be natural squirrels -

and in 1986 the Archives moved to its first purpose-built premises in the basement of the newly-constructed Wakefield house at Blackfriars.

However, it soon became apparent that this was not an ideal location, mainly because of the danger of flooding from basement air conditioning and drainage ducts. Several near disasters over the last eight years has led the Archives to move to new premises, at 25 Rennie Street, in a building which was originally built by JS to house the laboratories for the Blackfriars cooked meats factory. The new facilities include a display area and offices for the Archives, purpose-built storage area with 12ft-high mobile racking - and a brand new office for the *JS Journal*!

A poster for Sainsbury's pies and sausages.

Sainsbury's



Dairy-Fed

PORK & SAUSAGES



and a wise young customer who will have Sainsbury's Ingredients

A leaflet advertising Christmas fruits, sent to account customers in 1929.



GREEN SCENE

ROAD SENSE

We've heard of Air Miles but what's this about Food Miles? Environment affairs manager Alison Austin provides a route map to the subject:

'There is increasing concern about the impact of transporting food to the consumer.

'A recent report by SAFE (Sustainable Agriculture, Food and Environment alliance) focused on environmental questions such as fuel usage and exhaust emissions as well as two other issues: impact of imports on UK agriculture and the effects on the rural poor of exporting goods from developing countries.'

JS IS REDUCING ITS FOOD MILES

'Food miles are not new to the distribution division. JS has always tried to cut down on the miles travelled by its vehicles. We are aware of our responsibilities, having 600 vehicles delivering to stores the needs of the equivalent of one in six of the UK population.

'By filling vehicles to maximum capacity and with careful route planning we minimise the total miles travelled. Fewer miles means less fuel and less impact on the environment. It also reduces costs.

'We have achieved this by using sophisticated computer systems to schedule deliveries and by introducing taller roll pallets. This way we have increased the amount of products carried by our lorries by over 40% over the last eight years.

SUPPLIERS ARE HELPING TOO

'In some cases, JS vehicles pick up suppliers' products on the return journey from dropping off to a nearby store. This saves the supplier sending out a vehicle specially.

'Some suppliers club together to put their goods on one lorry rather than each sending a partially-filled lorry to the depot. To date, there are over 50 suppliers involved in this vehicle sharing scheme.

SOMETIMES WE LET THE TRAIN TAKE THE STRAIN

'Some of our wine from the South of France is transported by rail up through France and through the Channel Tunnel and then part of it continues by train to a Manchester depot. There are two reasons why we don't transport more by rail: few of our stores are beside a railway station and a lorry would be needed to take goods between station and store anyway, and perishables cannot afford to be at the mercy of train timetables if they are to arrive at their most fresh.

AND WE'RE SOURCING FROM CLOSER TO HOME...

'It is Sainsbury's policy to discriminate positively in favour of British suppliers. Of all those products which could be sourced from Britain, 90% are. There are many items such as oranges and bananas which cannot be grown here economically, and some products have restricted UK seasons.

'However, the produce technologists and buyers are working to extend seasons, harvest second crops and improve the quality and consistency of supply from the UK. English strawberries are now available in Sainsbury's stores from summer until Christmas.

...WITHOUT RESTRICTING CHOICE

'Sainsbury's aims to provide choice and information and we leave people to make up their own minds whether they want to buy the goods.

'We must also see the issue of food miles in its wider context. Asking consumers not to choose goods from other countries would deprive those countries of their markets.'

'But we do take this issue seriously and are looking to reduce food miles.'

A TOUGH TUSK MASTER



'What is man without the beasts?'

If all the beasts were gone, man would die from a great loneliness of spirit. For whatever happens to the beasts happens to man.' Chief Seattle to Abraham Lincoln

If you are concerned about the number of species facing possible extinction, then this quote would have struck a chord. It certainly did with Tusk Force. The charity is dedicated to ensuring the survival of any species facing the threat of extinction. Activists on the front line are helping to save animals as varied as the Scottish Wildcat and African Elephants.

Between 1991 and 1993, Tusk Force gave over £400,000 to ten initiatives. These included helping conservationists in Namibia trying to protect the last viable population of Black Rhino. As well as buying equipment to help conservationists monitor the population, the money helped provide rewards for information leading to the capture of poachers. The charity also funds education programmes so that children are less likely to make the mistakes we made in our ignorance.

Tusk Force are offering five memberships for the winners of our competition.

Membership includes a T-shirt, money-off vouchers and information on the organisation's activities. Five runners-up will each receive one of their stylish T-shirts. Even if you do not win you can find out more information about Tusk Force and their merchandise by ticking the box on the entry form and sending it to us at the address on page 2.



QUESTION: Which has the larger ears, the African or the Indian elephant?

FULL NAME

WORK LOCATION

HOME ADDRESS

Please send me some details about Tusk Force and your merchandise

I would like to know how to make a donation to Tusk Force

Only one entry per person please. Only staff or veterans of the Sainsbury Group companies may enter. All entries should reach the JS Journal office by December 9. Send your completed entry form to the address on page 2, clearly marked Tough Tusk competition.

What better venue for the Grand Final than the Savoy -
the grandest of hotels on the north bank of the Thames?

Past, present and Futurecooks



Chairman David Sainsbury with all the finalists and compere Gordon Burns, far left.

In surroundings of ornate elegance, an atmosphere of tense excitement was building on October 18. Eight young cooks between the ages of 11 and 14 were preparing their dishes and all hoping to be named Sainsbury's Futurecook 1994.

They had already come a long way - some literally, all metaphorically: the eight had emerged from 35,000 original entrants by winning regional finals. As for distance, Catherine Ayre was down from County Durham, Annie Meharg was up from Devon and Lindsay Craig had travelled all the way from Edinburgh with his Shetland Isles Salmon. Lindsay you may have seen on television - he was a regional finalist of Junior Masterchef in August.



As the young cooks whirled within their kitchens, specially built in this Savoy room for the occasion, mums, dads, brothers, sisters and grandparents looked on, anxious but powerless to alter the course of events. All the mums and dads had been involved up to this point. Annie Meharg's mum told us that the eggs being whisked into Annie's Pear Mousse were laid by the family's chickens and she had grown the herbs for the Calvados sauce herself in the garden. But, 'You have to let them get on with it. By now, it's all stored in their heads.'

Stuart Castledine, father of Sara, was distracting himself from the nerve-racking final few moments of cooking by telling us about their local store, Colchester: 'We were amazed when we went there after the regional final to see a board outside the store congratulating Sara on her success.'

down on the dishes, forks in hand.

All the finalists had devised their menus with a particular leading culinary figure in mind. Tara Collis from Chiswick was cooking for Josceline Dimbleby: 'She uses unusual and exotic ingredients with excellent results.'



Futurecooks organiser Peta Brown (left) with TV food expert Sophie Grigson and baby Florence.

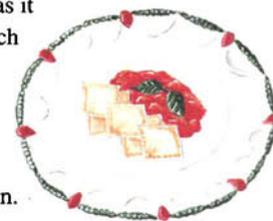


Winner Lindsay Craig with the chef he was cooking for - Jean-Michael Gauffre, executive chef of The Sheraton Grand in Edinburgh.



The top three were announced in reverse order. In third place, Tara Collis won a cookery holiday for her Coriander Chicken in Filo Baskets followed by Ice Box Curd Cake; in second place, Thomas Wareing from Southport won a gastronomic weekend in London for four for his Millefeuille of Cornfed Chicken and Salmon followed by Tangy Lemon and Lime Custard Tart. And the winner was...Lindsay Craig from Edinburgh, who won a family trip to Disney World in Florida for his Salmon Ravioli with Vermouth Sauce followed by Chocolate Boxes.

There was a sad element to this final as it was the last year of the competition, which has run for 13 years - six of them with sponsorship from Sainsbury's. In presenting the prizes, chairman David Sainsbury paid great tribute to creators and organisers Anna Best and Peta Brown. But there are already ideas for another project which may take up where Futurecooks leaves off. As David Sainsbury put it: 'Let's hope this is not the end of the story but simply a break between courses.'



Chef

Andrew Nutter could be Gary Rhodes' younger brother. In appearance, personality and culinary talent, the 22-year-old former competition finalist resembles his Britain-roaming mentor. No-one will be surprised if this young chef from Lancashire becomes a celebrity chef. Just ten years have taken him from a finalist in *Futurecooks* (or rather *Junior Cook of the Year* as the competition was then known) to chef proprietor of his own restaurant. Here he tells his story:

My career in catering began in 1984. My elder sister Suzanne had entered Junior Cook of the Year in 1983 and finished regional runner-up. She had won loads of prizes so I thought, "If she can do it, I can do it, but I'll do better!"

Having never used a potato peeler before, I entered and won the regional final at the age of 13, to my sister's disgust. I went on to the final at the Savoy in London, finished runner-up and met Anton Edelmann. Little did I know that in three years' time I would be working for him at the Savoy.

I now had the taste for winning, and the following year I entered the *Daily Mail* Cook of the Year competition. The other competitors were more than three times my age but I cleared the regional final. I finished fourth in the national final, missing out on a £7,500 fitted kitchen but winning one of the unofficial prizes. Judge Anton Edelmann was so impressed with my cooking that he offered me an apprenticeship at the Savoy when I left school. I snapped up the opportunity and worked there for three years. That training was the most valuable of my career.

From the Savoy, I decided France was the place to be. I joined the Chateau du Remaisnil in northern France, then the Relais and Chateau du Berangere in southern France. Finally, I spent a year with Christian Germain at the then Michelin starred Chateau du Montreuil.

It was while I was away in France that my sister Gill Nutter won the Sainsbury's Futurecooks competition. We wonder if our success is thanks to mum being a cookery teacher!

Returning to England, I worked for a short time with Gary Rhodes at the Greenhouse in Mayfair. At this time I was asked to help run a restaurant in France but my dad suddenly asked me to come home to Manchester as he had a surprise for me.

The surprise was a derelict pub way up on the Ashworth Moors, half way between Bury and Rochdale. I turned down the job in France and took up the challenge to convert the pub into a tasteful restaurant.

The New Ipn was completely gutted and three months later, in July 1993, re-opened as the French Connection, proudly commanding dramatic views across the local and surrounding countryside.

Without ever having advertised, the French Connection now boasts a healthy clientele attracted by word of mouth. Prime tables on a Saturday night require booking three weeks in advance. I am looking forward to my second Christmas and hoping we don't get snowed in this year, and to getting into the food guide books.



Andrew in his kitchen with 1994 Northern Region winner Thomas Wareing.

A day in the life of chef Andrew Nutter

- 4.00am** Awaken for market. It's a 30 minute drive to New Smithfield Market where I buy all the fresh fish, shellfish, fruit and vegetables I will need for the next couple of days. I don't bother with the meat market as my father is a butcher.
- 7.00am** Return from market and unload. I try to grab an hour of sleep before starting work again.
- 8.00am** Start on fish preparation and check beef stocks are simmering.
- 9.00am** Staff arrive (two full-time chefs, one part-time).
- 11.45am** Write specialities of the day for lunch
- 12.00-2.30pm** Service
- 3.00pm** Clear down and start preparations for evening.
- 5.00pm** Finishing touches to canapes and petit fours. Mousses are finished and sauces re-seasoned.
- 7.00-9.30pm** Service. The restaurant seats 44 people midweek and 68 on Saturday evening. Tonight there are 32 covers - not bad for a Tuesday.
- 9.30-10.40pm** Clear down, get changed and run to local pub where a pint is waiting on the bar.
- Midnight** Return to lock up the restaurant and get a few hours' sleep before starting work again.
The restaurant does close on a Monday and I sleep all day!

For a copy of Andrew's recipe for Tart au Citron featured on the French Connection menu, call Yvonne on 071.490.8763.

STORES AT LARGE

YOUR ACTIVITIES IN THE COMMUNITY

Railway children



Heyford Hill's BPM Nikki Albert presents the framed prints to Rose Hill First School.

Life imitated art for children from Rose Hill First School in Oxford. They are among the 1,500 primary schools to receive the set of framed reproductions of famous paintings through the Sainsbury's Pictures for Schools

scheme - part of the company's arts education programme.

To launch the scheme in the Oxford area, the Rose Hill children were treated to a visit to the Great Western Society's Didcot Railway Centre. There they found a carriage, similar to the one featured in Train Landscape by Eric Ravilious, still being used to carry passengers on the restored branch line.



The Admiral with store manager Andy Smith and fund-raisers.

The fund-raising fleet's in

Broadcut store welcomed aboard Admiral of the Fleet Sir Julian Oswald GCB in September. He is patron of the Solent Multiple Sclerosis Therapies charity. Fund-raisers came to the store as part of a major collection push.

Lessons in how to get caked!



When Gillibrand County Primary School in Chorley, Lancashire, asked parents to involve themselves in the classroom, Bolton store's baker Dave Mercer took in an oven.

Dave's six-year-old son Aaron and his classmates are being treated every Monday to lessons in baking. Dave explains, 'I show them how to bake scones and biscuits and they all join in. They do everything themselves, except for using the oven. They are usually more interested in licking the bowl, and they can get into quite a mess - floury hands straight down the jumpers and so on. But none of the other parents have complained so far.'

'I'm running a bit short on ideas so if anyone has any recipes - apart from rice crispy cakes - I would be interested to hear them. They must be cheap, easy and take no longer than 30-45 minutes from start to finish. Most of all they must be yummy. Send them to me in the bakery, Bolton store.'



Surrounded by representatives of Richard Davies' district, Crayford's senior deputy manager Tracy Simon presents the cheque to Mrs Taylor of HAAA.

Richard Davies' district put all their pennies together and made a presentation of £2,095 to local charity Homes for Able Autistic Adults (HAAA).

Says the charity, 'At present, specialist accommodation is only available for autistic people up to

the age of 19 where schooling and training is provided. Following this, they either go back to their parents (who are getting older) or into unsuitable homes. HAAA aims to help able autistic over-19s in homes run specifically for them.'

WATCH OUT, WATCH OUT, THERE'S CARD FRAUD ABOUT

Little over a month until Christmas and the busiest shopping time of the year is already here. That means party time not only for kids but also for fraudsters.

According to the British Retail Consortium, thieves raked in £17 million last year using stolen cards in shops. Of the 83 million plastic cards in circulation in the UK, 5,000 are lost and stolen each day. There's a simple route to making sure your store isn't ripped off by one of these 'card sharks'.

WATCH, MATCH AND TOUCH are the JS buzz-words. Make sure you **watch** the customer sign the voucher or cheque. Also take note if they are nervously avoiding eye contact, or if they have a selection of goods that does not match their apparent lifestyle. A lot of high value goods could raise your suspicions.

Match the signatures on the card and EPOS slip/cheque. Also match the card number with that on the till roll - the card may have been re-programmed. Check the spelling of the signature tallies with the name on the card - criminals can make some silly slip-ups.

Touch the signature strip on the card. It should be obvious if it has been tampered with.

If you are suspicious of the customer or card do not try to be a hero, and do stay cool. Calmly alert your supervisor while retaining the card. Also be tactful - the customer may be genuine so remain polite.

Stolen cards detected by the EPOS system net £50 - usually for the store's SSA. We also have three Card Watch packs as prizes in our wordsearch. Each contains a leather wallet, wristwatch, key ring and bum bag. Just find the 'card-words' and the first three correct entries out of the bag take the packs.



And so to bed

When Purley War Memorial Hospital held a Victorian Fun Day on September 24, the local Purley store joined in and dressed up to the nines - or the 1869s. The historical flashback was in aid of the hospital's Pegasus Bed Appeal and the store's collection alone raised £500. Manager Douglas Carey, in suitable attire, presented the cheque to hospital team members pushing a bed around town.



Looking after the pennies

They counted them in and they counted them out. When Coldhams Lane Penny Back collection reached £2,000, the store divided the funds four ways. Chequeing out with local charities

is store manager Ernest Ormes. Charities to benefit were: Cambridge Mental Welfare, East Anglian Autistic Support Trust, the British Heart Foundation and Macmillan Nurses.



CARD Watch

WORD SEARCH

Find the words listed right and put a line through them. They may appear back to front or diagonally:

S U S P I C I O N
I X T I B E D Z F
G U T N E V E R P
N P M D Y R T H C
A W A R E N E S S
T A T A V X C F E
U T C W A L T E R
R C H E Q U E O V
E H K R J S O P E

DEBIT
PREVENT
MATCH
AWARENESS
SUSPICION
CHEQUE
SIGNATURE
EPOS
SERVE
DETECT
EYE
ALTER

ENTRY FORM

FULL NAME _____

WORK LOCATION _____

CONTACT TEL NO _____

Send your completed entry form, in an envelope clearly marked Card Watch Competition, to JS Journal, Rennie House, Blackfriars, or by Royal Mail to the address on page 2. Your entry must reach us by December 9. Entrants must work for, or be Veterans of, one of the Sainsbury Group companies. Only one entry form per employee please.

CHECK THIS OUT

It's ok. Just flooded the engine



Could this be the best excuse yet for being late for work?

Dennis Rick, deputy manager, fresh foods, at Warrington (formerly of East Prescott Road) is the unfortunate owner of the car in the picture.

'It was a Saturday, October 1, and I was on my way to work when I came across a 20 foot "puddle" in the road,' he explained. 'The car in front went through with no problem, so I followed.

'I went through and a car coming from the opposite direction swamped me and all

the electrics cut out.'

Dennis was forced to walk about 400 yards to call the store to explain what had happened. On returning to his car, the puddle had risen to its headlights. 'When I left it wasn't even touching the doors!' he said.

A rather soggy Dennis was later informed that the local canal had burst its banks and plunged the Merseyside suburb into a state of emergency.

Beeston's demolition derby

A full Sainsbury's car park is not the ideal place to lose control of your car. And when 60-year-old Wilf Howarth lost control of his car he did it in some style. Thirteen cars were seriously damaged - five of them had to be towed away - one taxi was rammed, a parking sign was bent and several bedding plants were flattened before Wilf's Ford Orion finally came to a standstill in Nottingham's Beeston store.

'He told me his "accelerator got stuck down",' explains manager Dave Dolman. 'He pushed a taxi a quarter of the way down the car park, managed to free himself from the back of the taxi then veered from side to side on his way down the car park and eventually pushed the last car through the bedding plants onto the pavement. He sent people scurrying back and forth as he hit the cars. It was a miracle no-one was seriously hurt.' There were a few tense moments as Wilf's wife was trapped in the car but her injuries were not too serious, which is more than can be said

for Wilf's pride.

As some customers' cars were trapped by the wreckage, staff made cups of tea while the automotive debris was cleared. Says Dave, 'We've had several letters complimenting us on how we handled the situation, but it was a bit of a shock to us too. I guess it's not often you go shopping, come out and find your car wrecked.'



Phyllis in New Zealand.



Joyce's royal appointment

Joyce Boyle of Bitterne has been to see the Queen. Joyce and her husband Bill were invited to Buckingham Palace when Bill was awarded an MBE for services to the defence industry.

Bill has worked for Woolston shipbuilder Vosper Thornycroft for 45 years, since the age of 15. He is assistant manager and senior process engineer as well as founder and chairman of the company's football club. Joyce may not have as long a service record with JS but she has still notched up 17 years and is described as a 'stalwart of the branch'.

All the way here for the beer



Sumo wrestlers, musketeers and Flintstones characters from Peter King's district made a dash from Strangeways Prison in Manchester and headed for a mystery chateau across the Channel. Thirteen cars of JS staff joined a 60-strong convoy on October 9 on Scope's (formerly the Spastics Society) alternative Beaujolais Run - the Beerjolais Run. Their mission:

to boldly ferry a beer keg to Chantilly and back in 24 hours, and all for charity.

Once near their destination, the British 7th Battalion kept the marauding hordes in line as they led the way up to the chateau, where they showed the British spirit in a few humiliating games of It's A Knockout.

Organiser Steve Spencer, senior deputy at Deepdale,

Preston, explains, 'We also held a raffle for a Rover car, which raised over £23,000. With the sponsorship from the Beerjolais Run we were able to present a cheque for £25,500 to the chairman of Scope.' The money will go towards the Peto Andras Centre to provide therapy previously only available in Hungary for children with cerebral palsy.



Set fair for retirement

Ever since working with local BBC weatherman Craig Rich on a fund-raising project in 1989, Plymouth's BPM Jean Rampton kept a photograph of him in her office. So, on Jean's last day before retiring in September, colleagues invited Craig along to the store to 'surprise surprise' her.

Craig presented Jean with a bouquet and stayed for lunch in the staff restaurant.

Her retirement present from the store included a champagne balloon flight. No doubt she consulted Craig about the weather before deciding when to take it.

Swansea's bananas reunite sisters

After almost 50 years of separation, Mary Thomas had virtually given up hope of finding her sister Phyllis...until a million-to-one chance meeting at Swansea store.

Mary, now 74, and sister Phyllis, now 76, last saw each other at the end of the Second World War. Mary was a nursing sister at a Himalayan hill station when Phyllis left England with her husband to start a new life in New Zealand. Phyllis still has Mary's faded last letter dated 'May 9th 1946'.

In August this year, Mary, a customer at Swansea, was on her way to the checkout when she realised she had forgotten to pick up bananas. She returned to the produce area where she began chatting with another customer and the conversation shifted from tropical fruit to its origins and hence the subject of New Zealand.

The woman, named Norma, asked Mary if she had relatives there, and it transpired that Norma knew Mary's sister Phyllis. Comments Mary, 'Norma must have seen the resemblance. When she said she knew my sister I was shocked, flabbergasted: it took 24 hours before it sank in and then I sobbed my heart out.'

In fact, Norma returned to England from New Zealand 20 years ago and made a promise



Day tripping

Nearly every store enjoyed an outing of one sort or another this summer and, from what we hear, a great time was had by all. Sheffield Homebase sent us this souvenir of their day out to Salisbury in September.



Mary in Swansea.

to her friend Phyllis to look for Mary. She never gave up even though the search was to last 20 years.

That same evening the sisters chatted briefly on the phone, tearfully trying to catch up on lost time. Phyllis was so desperate to get together with Mary that she is helping Mary with her air fare so they can be reunited for Phyllis' birthday in January.

Says Swansea store manager Paul Cox, 'I have been working in JS for 34 years and I have never heard of anything like this - it's absolutely wonderful. Maybe I should be applying for Cilla Black's job on Surprise, Surprise!'

LIFELINES

NOT SIMPLY THE BEST



Steve Cobb is, in his field, Great Britain's number one 1500m runner, and fourth fastest in the world. But even the most avid of sports fans have probably not heard of him.

This is because Steve competes against other blind athletes. He is registered blind having been born with Retrolental Fibroplasia Nystagmus: he is completely blind in his right eye and can only see out of the sides of his left eye.

The 27-year-old replenishment assistant at Leicester's Wigston store took up running to keep him busy in the evenings. Then in June last year he won 800m gold and a 1500m silver medal at his first attempt against other partially-sighted athletes in the British Blind Society Athletic Championships. Steve was only able to go because Sainsbury's and his work colleagues sponsored him.

Steve is now categorised B2 for partially-sighted but almost blind runners, and as such competed in the Berlin Championships in July this year. He was placed fourth in the 1500m event with a personal best time of 4.17:40.

Steve has a guide runner when training on the road, 'Otherwise I run into lamp posts,' he says smiling. But he has no guide on the track: 'I run too fast. My guide would have to keep up with me in order to tell me what's going on with the other athletes.' So he has to make do while there is plenty of light by turning his head to see out of the sides of his left eye.

Although Steve could one day lose his sight completely, he remains cheerful and optimistic about his running career. 'I still have a lot to learn, but being able to represent my country is a wonderful experience,' he says. 'When I joined Sainsbury's six years ago I realised it would be difficult to be a manager or anyone of responsibility as I can't do the paper work. But with running I can achieve something...something people can't take away from me.'

Steve aims to compete for Great Britain in the 1996 Para-Olympics in Atlanta, USA. But for today, he concentrates on his next training session in his bid to be number one.

NEW LINES



PRESERVING GOOD TASTE



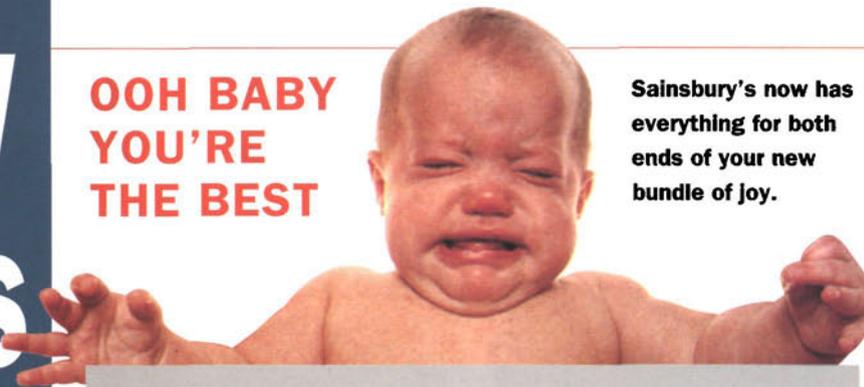
SELECTED STORES

Preserve the peace in the family by presenting a choosy aunt or gracious grandparent with a special Christmas preserve presentation, Breakfast Time pack or Lunch Time pack. The Miniature Preserve pack contains six jars of various toast or muffin topping preserves and conserves. The varieties include ginger preserve, apricot conserve with Lambs Navy rum and fine cut marmalade with Teacher's Highland Cream Scotch Whiskey. The pack costs £2.25.

The Breakfast Time selection comes complete with ten breakfast blend tea bags, a 113g jar of strawberry conserve with elderflower extract and diced orange marmalade. It sells for £2.45.

The Lunch Time selection varies slightly with ten lunch tea bags, shortbread, a jar of strawberry conserve with elderflower extract and a plum conserve with Cockburn's Special Reserve Port. Retail price: £2.99.

OOH BABY YOU'RE THE BEST



Sainsbury's now has everything for both ends of your new bundle of joy.

The recently launched First Menu range comprises balanced and specially formulated meals to cater for the new addition to the family from birth to seven months onwards. On-pack colour coding makes choosing from the range child's play. Breakfast foods are green, savouries red, desserts blue and drinks dark blue. The range also includes a variety of dried meals and milk formulas.

Prices vary from 47p for 120-150g meals in jars, to £1.45 for 150g meals in cartons. Drinks are 99p, Ready To Drinks are 39p and banana flavour follow-on milk (450g) is £2.69.



MOST STORES

SOMETHING SPECIAL

Here is a sneak preview of one of the major product launches of the year. Of the 350 new lines in the new Special Selection range of the highest quality foods from Britain, Italy and the rest of the world, 150 will be Sainsbury's brand.

The new section is being launched in Cromwell Road on November 17 and ten other stores the following week. Explains Brigette Hardy, 'We already sell a range of gourmet foods but they can get lost among the baked beans. Delia Smith came up with the idea of stocking selected high quality cooks' ingredients and now we have what is really a miniature Harrods. We are taking the

pretentiousness out of gourmet eating.'

Of the new ranges, the Special Selection jams are hand made in Henley and Brigette sat down with world renowned restaurateur Harry Cipriani in his Venice restaurant to secure the supply of what is arguably the best dried pasta in the world.

As a taster of the prices, the 250ml 12-year-old Balsamic Vinegar of Modena retails for £14.95, the jams are priced at between £2.35 and £2.75 for 340g and there will be a range of spices in sachets at only 12p for a teaspoonful.



Just launched is the range of Sainsbury's disposable nappies, Performers, which replaces the Stages range. The nappies are very absorbent and leak-proof, competing directly with brand leaders such as Pampers. The Ultra Dry comes in all six sizes - new born, mini, midi, maxi, maxi plus and junior. The Ultra Thin (maxi and junior only) gives the romping baby more freedom to explore while the Night Time nappy will absorb everything that older babies who drink a lot at night can throw at it! Both these nappies are available in only maxi plus and junior sizes. Night Time and new born Ultra Dry are unisex, the rest are available in both boy and girl versions.

The Night Time packs of 18 maxi and 16 junior cost £3.99, Ultra Dry and Ultra Thin retail at £5.59 for between 30 and 50 nappies depending on size (newborn - £4.85).

PICKED AND PACKED



No longer will cooks need to worry about fruit being out of season. A new range of dried fruits and berries are not only perfect for cooking but make a healthy and tasty sweet snack. The fruits include apricots, prunes, figs and dates, and the new dried berry lines include cranberry, cherry and blueberry.

The 75g packets of fruit are £1.29 (cranberries are 99p), the 250g fruit packets cost £1.39.



NOVON - THE SECOND CYCLE

Sainsbury's own-brand washing powders have been redesigned and reformulated and boast the new slogan "Safe on fabrics. Tough on stains." A new blend of enzymes (that break down the things that make stains) and improved surfactants (that actually shift the dirt and grime) means Novon now has improved performance in removing stains without compromising fabric care. Independent tests have shown it is even better than the two leading brands.

The new packaging incorporates subtle changes: the previously horizontal swirl is now at a slight angle.

New Novon comes in four variations: bio, non-bio, colour and bio with fabric conditioner. The 800g boxes cost £1.75, the 2kg boxes £3.89 for all four and £4.89 for the 2.8kg refill bag (not available in bio with conditioner). Two trial pack sizes are available for all the four variations and retail at 29p for 100g, and 99p for 450g.

Guarantees a better deal for Third World Producers

CUSTOMERS CAN NOW PICK FAIRTRADE TEA



Customers have brewed the coffee and eaten chunks of the chocolate, now they can taste the tea:

Sainsbury's is selling the first tea to be awarded the Fairtrade Mark.

Nilgiri Blue Mountain, Earl Grey Nilgiri and Sri Lanka Golden, produced by Clipper Teas, are available in 125g packets of loose tea at £1.15 and in boxes

of 50 tea bags for £1.65.

Tea buyer Chris Smith told the *Journal*, 'We can only assume the tea will sell as well as the Cafédirect, despite the relatively high price.'

Commented the Fairtrade Foundation's standards manager Phil Wells, 'The arrival of these teas marks a watershed. It is the first time that independent inspection of tea estates, on behalf of customers, has ever been allowed to take place.'



The Fairtrade Mark provides an independent guarantee that the tea pickers are getting a better deal, the Foundation checking conditions before awarding its stamp of approval.

Clipper Teas pay above market price for their tea, as required by the Fairtrade Foundation, and this premium is used to directly benefit the tea pickers and their local community.



A WEEKEND IN THE NEW FOREST

SSA

SAINSBURY'S

STAFF ASSOCIATION

Tel: 071 921 7227

Weekend breaks are very popular with our members, so we are constantly striving to find good quality hotels at reasonable prices. This hotel is part of the Virgin group of Voyager Hotels:

RHINEFIELD HOUSE HOTEL New Forest

Three weekend nights for the price of two.
Includes two dinners and three breakfasts

Telephone 0590 22922

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**Soak up some
summer sun...
on the beach**

- Nov 21** Gatwick-Algarve various airports
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7nts self catering from £139
- Dec 15** Manchester-Lanzarote
7nts self catering from £129

EXOTIC RESORT DEALS

- Nov** Antigua 14nts room only from £379
- Nov 20** Goa 14nts room only from £279
- Nov** Jamaica 14nts fully Inc from £698
- Nov** Gambia 7nts b&b from £199
- Nov/Dec** Sydney from £399
- Jan - Mar** Sydney from £449

These flights all from Gatwick and Manchester, except Goa and Jamaica - Gatwick only.

All offers subject to availability. To make your reservation telephone **International Travel Club: 0484 450111**.
Mon-Fri 10am-7pm, Sat 9am-5pm, Sun 10am-2pm.



HIGHLAND SKI FLINGS

For those members of the SSA who would rather stay in the UK to enjoy a skiing holiday, we are delighted once again to be able to offer the chance to visit and ski in the Highlands of Scotland. For the second successive year, Tourplan are offering another fantastic chance to head for the Highlands with this special Scottish skiing offer. Accommodation is based at the friendly family-run Highlander Hotel near to the slopes of the Cairngorms.

THE PRICE OF £143 INCLUDES:

- **Luxury coach travel from convenient pick up points throughout the country (the pick-up point can be arranged with Tourplan when making your booking).**
- **3 nights' accommodation in twin/double room with private facilities.**
- **3 nights' dinner**
- **Entertainment**
- **3 full Scottish breakfasts**
- **Transfer to ski slopes daily**

Ski hire, instruction and insurance are available as an optional extra

DEPARTURE DATES :

January 20, 1995 / February 17, 1995 / March 17, 1995

Group bookings are welcomed, with special incentives for group organisers. Travellers making their own way to the venue are welcomed any date throughout the season at a discounted rate. As stated, this is the second year in succession the SSA has dealt with Tourplan, and they have proved to be a very reputable and efficient tour operator ensuring our members enjoy a superb unforgettable holiday.

To book, or for further information, contact: Tourplan (Scotland) Ltd -
Tel 0540 673751. Tourplan are an ABTA bonded company.



...or on the piste

Some of these events are organised by the SSA, and bookings will be made directly with them. Others will be organised by outside companies, in which case all bookings by staff will be made directly with the organisation concerned. Please contact the central SSA office, employee services department on ext. 7227 if you are in any doubt as to who to book with.

PEOPLE



Stephen and Julie.



Paul and Kate.



WEDDINGS

Labelled by friends as a 'funky couple', theirs was definitely a wedding with a difference: with a card signed by Noel Edmonds and the wedding speeches to the tune of the Flintstones theme song! Chesterfield's branch provisions coldstore assistant, **STEPHEN SHIPPAM**, married the branch's chief display assistant, **JULIE RUSSELL**, on August 6 in Chesterfield. (The Flintstones music was courtesy of Julie's four year old nephew who insisted on reading his musical book!)

PAUL CATLING, customer service manager at Kempshott, met his bride to be, **KATE NEWELL**, while they were both working at the Badger Farm store in 1990. Paul was Kate's trainee manager. The couple were married on September 24 in Winchester. Kate is now section manager, provisions, at the Broadcut branch.

STEVE MARRIOTT, provisions manager, Loughborough, married **RACHEL CLARKE**, admin manager, Ripley, on September 24. The couple spent their five week honeymoon in Kenya enjoying the sun, surf and sand.

Steve and Rachel.



Richard Stovell, butcher at East Grinstead, is presented with a bottle of champagne by his son Robert, a student at the store, on achieving 40 years of service.

LONG SERVICE

Employees who have completed 40 years' service are:

TERRY JONES, store format group, Blackfriars. **RICHARD STOVELL**, butcher, East Grinstead.

Employees who have completed 25 years' service are:

JOHN AYWARD, driver, Charlton depot. **JANE BATCHELOR**, system 25 assistant, Aylesbury. **FLORENCE BERRYMAN**, checkout replenishment, Chichester. **RAYMOND BRADLEY**, perishable

warehouse, Basingstoke depot. **MAUREEN BRAKER**, dry goods reductions controller, Central Croydon. **FRANK BULL**, senior section manager provisions, Clifton Down. **BETTY BURROWS**, checkout replenishment, Aylesbury. **ROSE CHERRETT**, floral assistant, Poole. **SHEILA COOK**, meat replenishment assistant, Bracknell. **MARGARET DAVIES**, clerk, Buntingford depot. **GEORGE ECKLEY**, driver, Basingstoke Depot. **SHEILA EDWARDS**, checkout assistant, Tonbridge. **BILL ENGLISH**, driver, Basingstoke Depot. **BETTY GOOKEY**, checkout assistant, Northampton.

PAULINE GRANT, fresh food replenishment assistant, Leicester. **FREDA HARDY**, fresh food replenishment assistant, London Road. **MAUREEN HAWKINS**, checkout replenishment, Hoddesdon. **PAT HOYE**, checkout replenishment, Hoddesdon. **HAZEL LODGE**, checkout replenishment, Brentwood. **JOYCE MARSH**, section manager coffee shop, Fairfield Park. **BARRY ODOM**, meat manager, Derby. **PHILIP PINNELL**, service manager, Blackfriars. **ARTHUR REID**, senior systems manager, Blackfriars. **ROBERT RUSSELL**, project manager SLC, Blackfriars. **HELEN STACEY**, checkout assistant, Wallington. **RICHARD STANKIEWICZ**, store manager, Bletchley. **MARIE STIFFELL**, deli counter assistant, Ashford. **BETTY TREMLETT**, fresh food replenishment, Central Croydon. **LESLEY WADE**, checkout replenishment, Kettering. **JOHN WATTS**, warehouse assistant, Bitterne. **STUART WILLIS**, store manager, Kingston. **JUDITH WRIGHT**, checkout assistant, Bedford. **CHRISTINE WRIGHT**, admin manager, Folkestone.

RETIREMENTS

BETTY PEARCE, meat replenishment assistant, Romford (8 yrs). **ILENE DAISLEY**, price controller, Romford (23 yrs). **AGNES RATCLIFF**, office clerk, Great Yarmouth (22 yrs). **THELMA BURNAGE**, fresh food replenishment assistant, Bishop's Stortford (21 yrs). **AUDREY POTTS**, fresh food replenishment assistant, Harpenden (12 yrs). **ROSE CARTWRIGHT**, staff restaurant assistant, Pitsea (14 yrs). **OLIVE LONG**, checkout operator, Great Yarmouth (19 yrs). **SYLVIA WALKER**, admin manager, Lewisham (28 yrs). **JOHN MONAGHAN**, fresh foods assistant, Lewisham (26 yrs). **EDI BECKETT**, nightshift display assistant, Lewisham (17 yrs). **PAM BENNETT**, nightshift display assistant, Lewisham (20 yrs). **PAM DIXON**, nightshift display assistant, Lewisham (15 yrs). **JOHN GARDNER**, section manager produce, West Park Farm, Folkestone (29yrs). **ERIC NICHOLLS**, senior manager, Blackfriars (38yrs).

WRITELINES

(CONTINUED FROM PG.9)

While this is not a problem for staff working only a few hours, many work very lengthy days, and all that is on offer apart from rolls and sandwiches, crisps and chocolate, are the cheapest range of microwave meals with not a vegetable in sight! Many staff are spending a lot of money trying to put together a balanced diet from the resources available to us.

So think of us at Chelmsford Central as you all tuck into your staff Christmas lunch this year. We would be delighted with a decent cup of tea, in a proper cup. So if employees hear the words vending machine mentioned at your branch, be

warned, because once it's gone, it's gone for good, and so has the morale of the shop.

Alan Bonner, general manager Sainsbury's Central, replies:

The decision to trial a fully vended canteen facility in Chelmsford was based on providing a comprehensive range of hot and cold food throughout the day. A wide range of ready meals is offered, along with sandwiches and rolls which are the most frequently purchased items. The manager is more than willing to discuss the variety and availability of food at Chelmsford and will

accommodate any reasonable requests.

It must be noted that analysis of food sold in staff restaurants in small stores shows little demand for hot food.

Finally, I would like to add that the traditional Christmas lunch (and pudding!) will be provided.

WITH THANKS

Ken Smith, retired from Bishop's Stortford.

It's always a problem to find a present when a man retires, but the one I received I thought was the best yet.

I received from my workmates a number of vouchers to buy a present of my choice. Problem solved, thank you all again for the gift and the party on

July 19 for myself, Peter Quelch and Vera Piper.

Jill Pratt, retired personnel manager, Bexhill-on-Sea.

Thank you all for the wonderful send off you gave me on my retirement, I am overwhelmed by the kindness shown to me.

A personal thank you to everyone who sent me cards or presents, they were all lovely and will be treasured. The surprise party was really fantastic.

I am so grateful to Hampden Park, Bexhill, Newhaven and personnel managers with a special thank you to Kate Eaton.

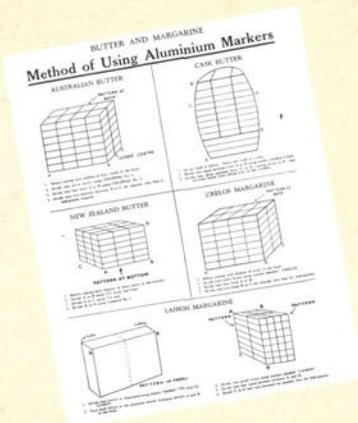
You will never know just how much I appreciated everything you arranged and the kindness shown by you all.

NB. the People page is compiled using information sent directly to the Journal. If you have a member of staff who should be included, please notify us promptly at the address on page 2.



THE BEST BUTTERMEN IN THE WORLD

Sainsbury's reputation as the cream of dairy shops was established at the very start of its history. The important contribution butter made to that reputation is reflected in the new company history, The Best Butter in The World. This quality dairy product required skilful handling.



The art of the 'butterman' required skill and dexterity, and Sainsbury's was quick to exploit these talents in the early shops by positioning buttermen at the top of the counters close to the window where passers-by could not fail to be impressed by their deft display.

Until the Second World War, a typical Sainsbury's would sell at least three kinds of margarine (usually Crelos, Laibon and Fresh Roll), and four kinds of butter, all delivered to the store in bulk. Australian and New Zealand butter (otherwise known as Colonial or Empire butter) arrived in 56lb boxes, whilst Danish and Dutch butter was packed in 112lb casks. Before unpacking the butter or margarine, it was the duty of the first butterman to taste it. Butter found to be unsatisfactory could be returned to Blackfriars before any unnecessary preparation had been done.

The blocks were wired according to a strict Sainsbury method with the aid of an aluminium butter marker. Each wired portion weighed approximately one pound. The wiring method was an acquired skill which the young Bill Bridgeman tackled as a newly-appointed second butterhand at Temple Fortune in 1921. His first 'butterman' was a fearsome lady from Hampstead. On one occasion, finding there was no Danish butter out of its cask, he had descended to the cellar and begun carefully to mark a cask as he had been taught, when a shrill voice yelled 'What the hell are you doing down there, I've got customers waiting!'. In a flurry of legs and skirts the 'butterman' appeared saying 'Give me that wire, we haven't time for your fancy work on a Friday'.

'Whish! Half a dozen times around the hundred weight cask', recalled Mr Bridgeman, 'Whoosh, whoosh! Twice up from bottom to top, a large section cut out with the slicer onto the extra [butter] board, another flurry of skirt and she was gone, leaving me to deal with the depleted cask as best I could.'

Once wired, the casks or blocks were carried upstairs on butter boards to the butter counters. These counters were equipped with butter blocks, three-sided black marble screens with 'J. Sainsbury' embossed in gold lettering on the customers' side. The base of the butter block was a 2" thick black slate slab. The slate was always to be kept moist using fresh water from a clean cream jug, and pumice stone was used regularly to remove the grease from the block.

Wired portions were prepared according to the customers' exact requirements - 2oz, 1/2lb, 1lb, 1 1/2lb and so on. The butter was worked to the



Hardwood beater and slice.

correct weight using a hardwood beater and slice. The grooved beater was used to hold the butter firmly and the slice was used to cut the portions to the correct weight. The slice had a fine edge which was sharpened using a piece of glass. Beaters and slices were scrubbed daily to ensure no rancid butter or margarine remained, particularly in the grooves of the beater.

The butter was worked upon, adding or removing pieces, until it was believed the desired weight had been reached, and the portion was placed on the clean scale pan of the elaborate butter scales using the beater and slice. The butterman was skilled at 'scaling' - balancing the scales to within an eighth of an ounce. It was forbidden to 'feed



Veteran Reg Ranger invites chairman David Sainsbury to try his hand at knocking up butter at the launch of the 'The Best Butter in The World'.

the scales' by adding butter to the scale pan to increase the weight - the portion was to be returned to the butter block and reworked. An experienced butterman needed only one or two attempts to achieve the correct weight.

The butter was to be neatly wrapped in greaseproof and brown paper. (This practice of double wrapping ceased with the paper shortages of the Second World War). Egg bags might also be used in hot weather, and always if the customer did not have her own bag or basket. Each package of butter also contained a label bearing its country of origin, and each pack of margarine bore a greaseproof label indicating the type - Crelos, Fresh Roll etc.

The knocking up of butter continued in JS stores until the mid-1960s. Retail director Colin Harvey was instrumental in the end of this practice. While manager at the Northampton supermarket in 1965, he realised that it was actually costing more than the butter girls' wages to prepare the individual portions in this way!

OPENINGS



HOMEBASE

DAYBROOK

Opening date: 19 August 1994
Address: Mansfield Road, Daybrook, Nottingham
Opened by: Deputy managing director Ross McLaren
Store manager: Stephen Lumb
Project manager: Neil Hotston
Staff: 49 (45 new staff)
Sales area: 41,511 sq ft
Car park: 160 spaces

SUPERMARKETS

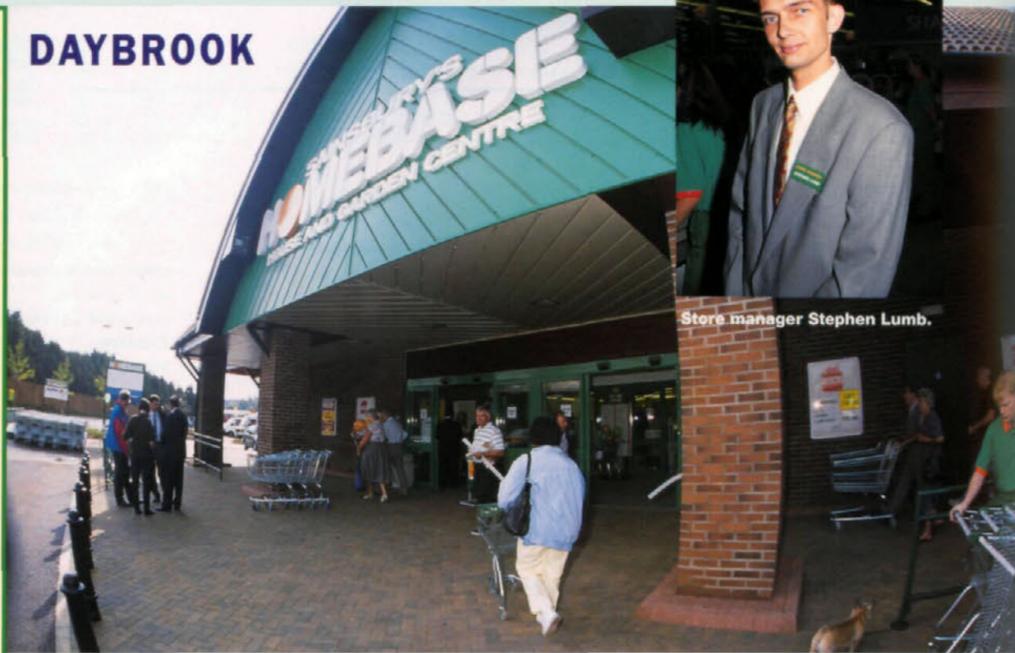
FERNDOWN

Opening date: 23 August 1994
Address: Ringwood Road, Ferndown, Dorset
Opened by: Deputy chairman Tom Vyner
Store manager: Alan Barker
Project manager: Henry Grala
Staff: 385 (309 new staff)
Sales area: 32,000 sq ft
Car park: 560 spaces

WARRINGHAM

Opening date: 13 August 1994
Address: Limpsfield Road, Warringham, Surrey
Opened by: Chairman David Sainsbury
Store manager: Kevin Plant
Project manager: Keith Butler
Staff: 274 (240 new staff)
Sales area: 23,000 sq ft
Car park: 364 spaces

DAYBROOK



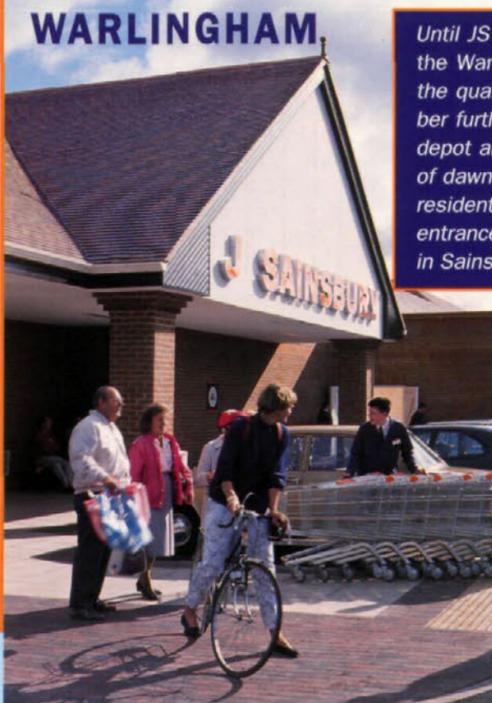
Store manager Stephen Lumb.

FERNDOWN



Ferndown manager Alan Barker can proudly admit to being the only JS store manager in JS unfit to hold a liquor licence. This is not because of his drinking habits (though he suggests some friends might agree that it should be!) but because as Justice of the Peace he cannot risk a clashing of duties. He sits on the Dorset magistrates court and says, 'If I can improve Dorset life, even in a tiny way, I think it is worth it.' The courts sit several hours during weekdays and Alan fits his working hours around his legal duties. 'Most days I can walk into work and know pretty much what the day will be like. When I walk into the magistrates court I never know what will come up.'

WARRINGHAM



Until JS built one of its smallest new stores in recent years, the Warringham site was for five years a derelict eyesore in the quaint Surrey commuter town. Many customers remember further back to when the site was a London Country bus depot and diesel engines would rumble into life at the crack of dawn. Now the smart new store is a popular feature with residents. They are welcomed by a splash of colour at the entrance where a 155,000-piece mosaic charts the changes in Sainsbury's through its 125 year history.



'May I help you' encapsulates Nick Marshall's approach to service.



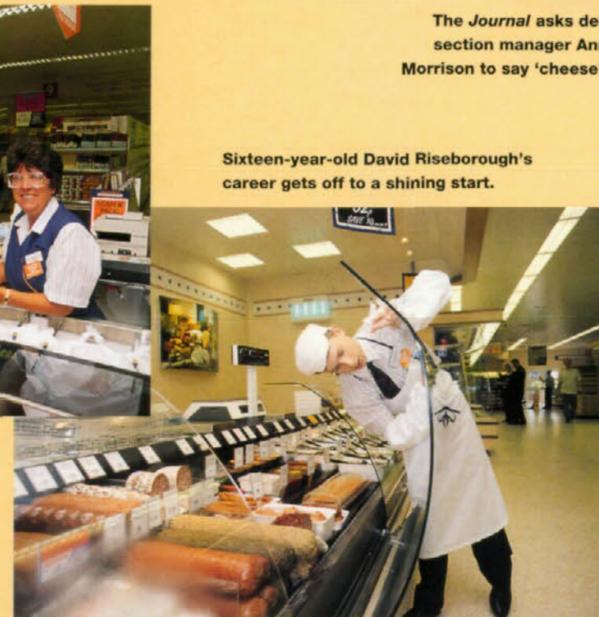
Tony Maiella (left) and Matthew Severn.

A miner, a jeweller, a mechanic - all life is here at Daybrook. Staff at Nottingham's second Homebase, in the north of the city, have a wide range of backgrounds, from which they bring a variety of skills to the DIY and garden retail business. Deputy manager Jeremy Shaw says he has a young team and he is looking forward to working with them, 'We have a lot of students who haven't worked for Homebase before and they are all going to improve their skills at different rates. It will be nice to look back in a year's time and see how they have grown in confidence and ability.'

Roger Clark and Tom Middleton.



Store manager Alan Barker joins customer Maureen Challis at Cindy Greenwood's checkout.



The Journal asks deli section manager Ann Morrison to say 'cheese'.

Sixteen-year-old David Riseborough's career gets off to a shining start.



Manager Kevin Plant makes note of customers' comments.



Blarthin Stafford, a 'defector' from Merton Savacentre, chats with a customer.



CHECK THIS OUT

It's ok. Just flooded the engine



Could this be the best excuse yet for being late for work?

Dennis Rick, deputy manager, fresh foods, at Warrington (formerly of East Prescott Road) is the unfortunate owner of the car in the picture.

'It was a Saturday, October 1, and I was on my way to work when I came across a 20 foot "puddle" in the road,' he explained. 'The car in front went through with no problem, so I followed.

'I went through and a car coming from the opposite direction swamped me and all

the electrics cut out.'

Dennis was forced to walk about 400 yards to call the store to explain what had happened. On returning to his car, the puddle had risen to its headlights. 'When I left it wasn't even touching the doors!' he said.

A rather soggy Dennis was later informed that the local canal had burst its banks and plunged the Merseyside suburb into a state of emergency.



Joyce's royal appointment

Joyce Boyle of Bitterne has been to see the Queen. Joyce and her husband Bill were invited to Buckingham Palace when Bill was awarded an MBE for services to the defence industry.

Bill has worked for Woolston shipbuilder Vosper Thornycroft for 45 years, since the age of 15. He is assistant manager and senior process engineer as well as founder and chairman of the company's football club. Joyce may not have as long a service record with JS but she has still notched up 17 years and is described as a 'stalwart of the branch'.

Beeston's demolition derby

A full Sainsbury's car park is not the ideal place to lose control of your car. And when 60-year-old Wilf Howarth lost control of his car he did it in some style. Thirteen cars were seriously damaged - five of them had to be towed away - one taxi was rammed, a parking sign was bent and several bedding plants were flattened before Wilf's Ford Orion finally came to a standstill in Nottingham's Beeston store.

'He told me his "accelerator got stuck down",' explains manager Dave Dolman. 'He pushed a taxi a quarter of the way down the car park, managed to free himself from the back of the taxi then veered from side to side on his way down the car park and eventually pushed the last car through the bedding plants onto the pavement. He sent people scurrying back and forth as he hit the cars. It was a miracle no-one was seriously hurt.' There were a few tense moments as Wilf's wife was trapped in the car but her injuries were not too serious, which is more than can be said

for Wilf's pride.

As some customers' cars were trapped by the wreckage, staff made cups of tea while the automotive debris was cleared. Says Dave, 'We've had several letters complimenting us on how we handled the situation, but it was a bit of a shock to us too. I guess it's not often you go shopping, come out and find your car wrecked.'



Phyllis in New Zealand.



Set fair for retirement

Ever since working with local BBC weatherman Craig Rich on a fund-raising project in 1989, Plymouth's BPM Jean Rampton kept a photograph of him in her office. So, on Jean's last day before retiring in September, colleagues invited Craig along to the store to 'surprise surprise' her.

Craig presented Jean with a bouquet and stayed for lunch in the staff restaurant.

Her retirement present from the store included a champagne balloon flight. No doubt she consulted Craig about the weather before deciding when to take it.

Swansea's bananas reunite sisters

After almost 50 years of separation, Mary Thomas had virtually given up hope of finding her sister Phyllis...until a million-to-one chance meeting at Swansea store.

Mary, now 74, and sister Phyllis, now 76, last saw each other at the end of the Second World War. Mary was a nursing sister at a Himalayan hill station when Phyllis left England with her husband to start a new life in New Zealand. Phyllis still has Mary's faded last letter dated 'May 9th 1946'.

In August this year, Mary, a customer at Swansea, was on her way to the checkout when she realised she had forgotten to pick up bananas. She returned to the produce area where she began chatting with another customer and the conversation shifted from tropical fruit to its origins and hence the subject of New Zealand.

The woman, named Norma, asked Mary if she had relatives there, and it transpired that Norma knew Mary's sister Phyllis. Comments Mary, 'Norma must have seen the resemblance. When she said she knew my sister I was shocked, flabbergasted: it took 24 hours before it sank in and then I sobbed my heart out.'

In fact, Norma returned to England from New Zealand 20 years ago and made a promise



Day tripping

Nearly every store enjoyed an outing of one sort or another this summer and, from what we hear, a great time was had by all. Sheffield Homebase sent us this souvenir of their day out to Salisbury in September.



Mary in Swansea.

to her friend Phyllis to look for Mary. She never gave up even though the search was to last 20 years.

That same evening the sisters chatted briefly on the phone, tearfully trying to catch up on lost time. Phyllis was so desperate to get together with Mary that she is helping Mary with her air fare so they can be reunited for Phyllis' birthday in January.

Says Swansea store manager Paul Cox, 'I have been working in JS for 34 years and I have never heard of anything like this - it's absolutely wonderful. Maybe I should be applying for Cilla Black's job on Surprise, Surprise!'

All the way here for the beer



Sumo wrestlers, musketeers and Flintstones characters from Peter King's district made a dash from Strangeways Prison in Manchester and headed for a mystery chateau across the Channel. Thirteen cars of JS staff joined a 60-strong convoy on October 9 on Scope's (formerly the Spastics Society) alternative Beaujolais Run - the Beerjolais Run. Their mission:

to boldly ferry a beer keg to Chantilly and back in 24 hours, and all for charity.

Once near their destination, the British 7th Battalion kept the marauding hordes in line as they led the way up to the chateau, where they showed the British spirit in a few humiliating games of It's A Knockout.

Organiser Steve Spencer, senior deputy at Deepdale,

Preston, explains, 'We also held a raffle for a Rover car, which raised over £23,000. With the sponsorship from the Beerjolais Run we were able to present a cheque for £25,500 to the chairman of Scope.' The money will go towards the Peto Andras Centre to provide therapy previously only available in Hungary for children with cerebral palsy.

LIFELINES NOT SIMPLY THE BEST



Steve Cobb is, in his field, Great Britain's number one 1500m runner, and fourth fastest in the world. But even the most avid of sports fans have probably not heard of him.

This is because Steve competes against other blind athletes. He is registered blind having been born with Retrolental Fibroplasia Nystagmus: he is completely blind in his right eye and can only see out of the sides of his left eye.

Although Steve could one day lose his sight completely, he remains cheerful and optimistic about his running career. 'I still have a lot to learn, but being able to represent my country is a wonderful experience,' he says. 'When I joined Sainsbury's six years ago I realised it would be difficult to be a manager or anyone of responsibility as I can't do the paper work. But with running I can achieve something...something people can't take away from me.'

Steve aims to compete for Great Britain in the 1996 Para-Olympics in Atlanta, USA. But for today, he concentrates on his next training session in his bid to be number one.