

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

# Journal

AUGUST/SEPTEMBER  
1995

# JS

## Savacentre scales new heights as eleventh hypermarket opens



J SAINSBURY

Savacentre

HOMEBASE

TEXAS

# FRONTLINE



SPIDERMAN, SPIDERMAN  
CLIMBS THE WALLS OF SYDENHAM.  
OPENING STORY P.8

## CONTENTS

HEADLINES	2-5
WRITELINES	6/7&21
11TH SAVACENTRE OPENS	8/9
WOLVERHAMPTON HOMEBASE OPENING	9
ANNUAL GENERAL MEETING	10/11
TALKING TECHNOLOGY	12/13
GROUP FISHING DAY	14
PROFIT SHARING EXPLAINED	15
CHECK THIS OUT	16/17
STORES AT LARGE	18
SSA OFFERS	19
LOVE INTEREST AND COMPETITION	20
NEW LINES	22/23
PEOPLE	23
ARCHIVES	24

MANAGING EDITOR  
BRIDGET WILLIAMS

DEPUTY EDITOR  
ANDY SZE BENI

EDITORIAL ASSISTANT  
ABBIE BOULTON

EDITORIAL SERVICES BY  
RED EDIT

DESIGN  
HELEN JONES

PRINTING  
GREENSHIRES PRINT LTD

JS JOURNAL  
J SAINSBURY PLC  
STAMFORD HOUSE  
STAMFORD STREET  
LONDON SE1 9LL

TEL: 0171-921 7033

OASIS I.D.: 'JS. JOURNAL'



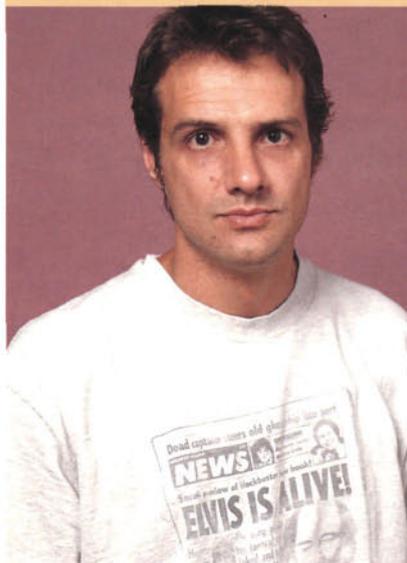
## Hypermarkets and cyberspace

With only ten hypermarkets in the country, the opening of an eleventh is very big news. Savacentre certainly made a splash when they opened number eleven in Sydenham. Spiderman was just one of the cartoon characters whose presence added colour to the celebrations; meet some of the others on page 8.

Sainsbury's is building on its reputation for being forward thinking in the use of technology by being one of the first retailers to occupy cyberspace, communicating and selling through the Internet. We get wired on pp 12/13 and also look at what's happening elsewhere with the company's latest hardware and software. ■



## JS Journal Photographic Competition



## Nick will be the judge

If you have just returned from your summer holidays, don't put the camera away. It's open season for the *JS Journal* photographic competition so get out there and hunt down some glorious shots. There are cash prizes up to £150 and free films. Everyone who enters will receive a *JS Journal* pen keyring and we will also be picking a number of entrants at random to receive free disposable cameras.

We have tracked down an important figure in the photographic world to judge your entries - Nick Hall, picture editor of *The Observer Life Magazine*. Nick is looking forward to seeing your entries, so get shooting!

Our three categories are: Friendship, My Town and Celebration. You may interpret them as you please. All photographs may be black and white or colour. Closing date for the competition is October 27. For further details, call 0171 921 6486.

## Marques of good taste

Several own brand products have scooped prestigious accolades.

JS products took two of the top honours in the 13 categories of the *SuperMarketing Quality Awards*. Dry Cure Bacon was praised for its 'return to the forgotten flavour of traditional bacon' and the product went on to win the best overall entry in a subsequent *Family Circle* tasting. The judges, including world-renowned chefs, also chose as the winner of the Accompaniments and Ingredients section chilled Italian Angel Hair Spaghetti, which they recognised as 'the genuine article'. Irish Cream Liqueur was a runner up in the sweet snacks section of the trade magazine's contest.

JS Blue Riband lager stood frothy head and shoulders above other own-brand

beers and brands like Heineken in a BBC survey. The consumer programme Value For Money asked a panel of regular drinkers to compare six canned beers and Blue Riband was the 'lager-top'.

Discerning Retail Training Scheme staff from the Leicester stores recently conducted their own blind tasting, proving conclusively that the JS brand cannot be beaten. They compared a number of products including Frozen Strawberry Cheesecake and Honey Roast Lamb with other supermarkets' own brand and were pleasantly surprised to find JS objectively the best in every category.



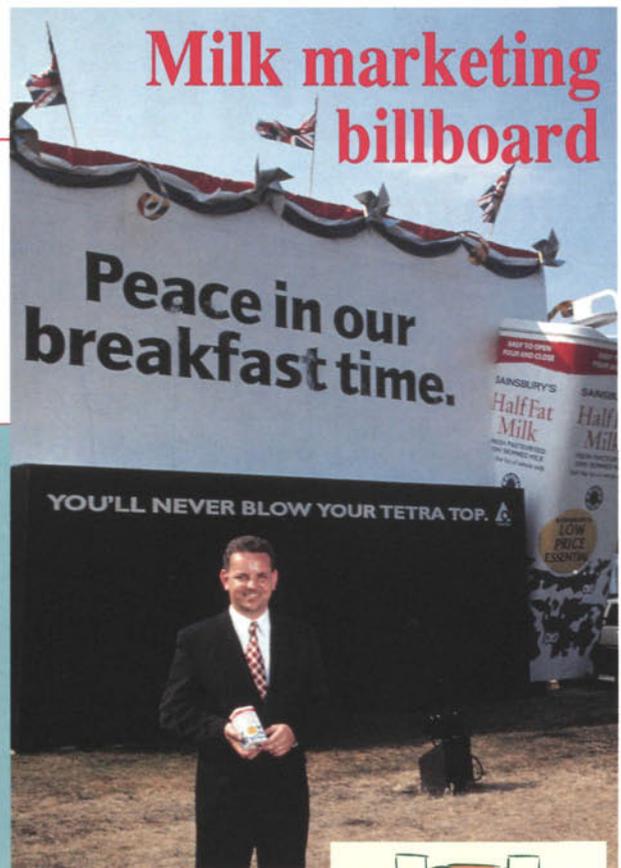
# HEADLINES

## Chairman honoured by University



Loughborough University vice chancellor David Wallace confers an honorary degree upon David Sainsbury.

Tony Sullivan, dairy senior manager, outside Cromwell Road store in London where a giant mechanical carton on a hoarding was used to promote the new Tetratop milk cartons. A motor opened and closed the lid of the model but Tony was unable to find a bowl of cereal big enough to accommodate its contents! The new packaging is designed to be easier to open and pour than the traditional cardboard carton with wings.



Chairman David Sainsbury was recognised for his 'outstanding contributions to retailing' and 'distinguished leadership in business' when he was awarded an Honorary Doctorate of Technology at Loughborough University of Technology on July 7.

At the degree ceremony, the University's public orator said of Sainsbury's: 'There cannot be a student or, for that matter, anyone in Loughborough, who has found shopping at Sainsbury's not only bearable, but pleasurable.'

## Schools' equipment in the bag

Customers can now choose between benefiting a local charity or their local school when they re-use their carrier bags.

From September 10, customers will be offered the choice between a penny or Schoolbags voucher for every re-used carrier. The scheme was launched to schools on August 21 and customers can start collecting from September 10.

Each school that signs up for the scheme receives 100 vouchers to get them started, then customers give them the vouchers to put in the special Schoolbags bin. The vouchers can be redeemed against any of hundreds of items a school might need from the special catalogue. This includes camcorders (15,000 vouchers each), junior microscopes (1,460 vouchers), art equipment, sports equipment, software



and hardware for computers and much more.

Customers that do not have a school in mind can give the vouchers to a local special needs school nominated by the store.

## Degrees of success



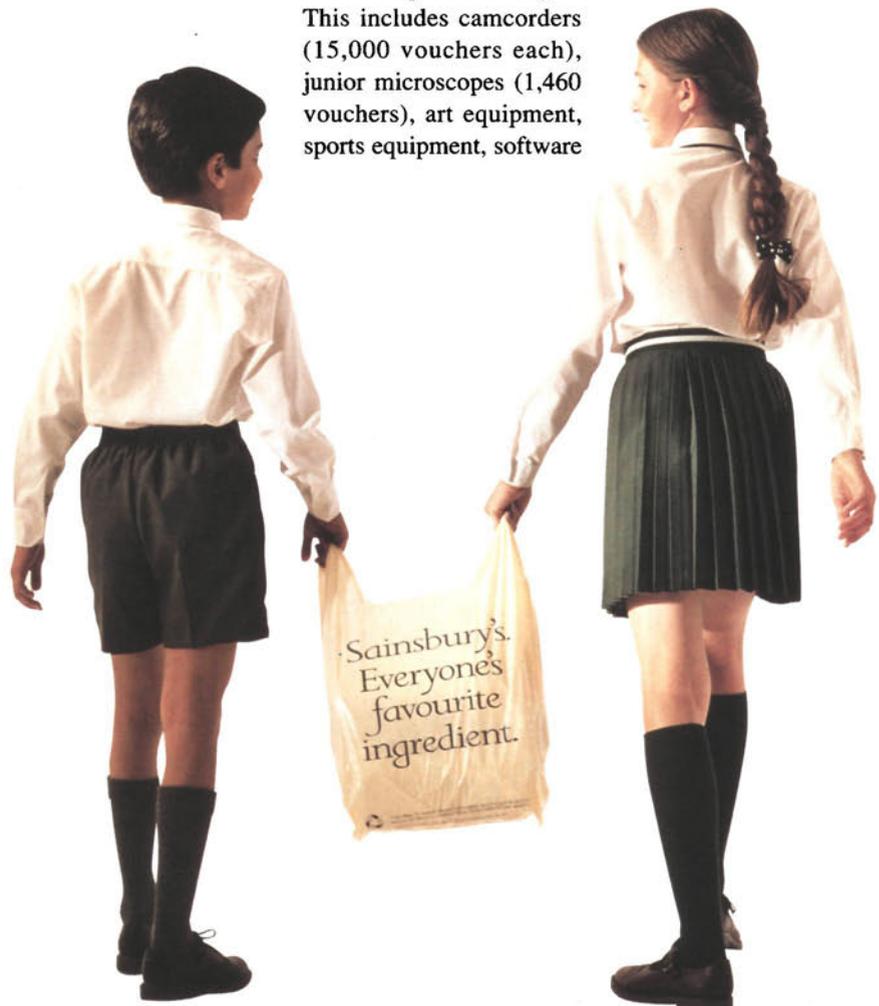
Chairman David Sainsbury with the graduates at the Victoria and Albert Hotel.

The first graduates of the Sainsbury's sponsored Manchester Metropolitan University BA Honours Degree in Retail Marketing were congratulated by chairman David Sainsbury on July 31.

They came together at the Victoria and Albert Hotel in Manchester as a culmination of the five year course. There are now 155 staff from across the Group on the course, which requires no prior specific academic qualification. Students need to have passed the trainee manager scheme and then continue working as they

study towards the different levels.

Comments director of retail personnel Nigel Broome, 'The graduates now have a much enhanced knowledge of retailing as well as a wider perspective of the business world - the company is extremely proud of their achievement.'



# HEADLINES

## Oldbury joins the new style set

Oldbury was the latest Savacentre to be re-launched on July 3 with all the new styling and features.



The two Barbaras (Abbey on the left and Floyd on the right) hold the ribbon for Savacentre chairman David Quarmbury (left) and store director Alan Birbeck.

David Quarmbury was accompanied by a 20 foot high inflatable elephant as he declared the refurbished store open. New to the store are re-modelled delicatessen and bakery departments plus hot pie, flan and cake shops, as well as the bold new graphics becoming ever familiar around the company's stores.

## Hampden Park goes dotto

Hampden Park, under a sponsorship deal with Eastbourne Borough Council, has a mobile advertisement in the form of the Eastbourne DOTTO Trains, which transport tourists and local residents to attractions along the sea front. Staff boarded the train for a photo call for local press in June. Sadly, the train arrived back at the store, not at the beach!



## Bound to succeed

Ripley store have been awarded a £500 incentive prize for coming up with a brilliant new product now selling in all stores.



The Ripley Action Team with the result of their idea and hard work.

An Action Team at the store came up with the idea to sell binders for the colourful recipe leaflets. With only £1,000, a modified magazine rack to display, and the goal of selling them for less than a pound, they found a local

supplier to make them. After 1,000 were sold in one and a half weeks, the company took on the idea. Now over one quarter of a million Everyone's Favourite Ingredient binders adorn JS shoppers' kitchens.

Buyer Jane Wakeling is very impressed with the store's marketing success, 'They made it happen and we've even made a small profit. This £500 is our way of thanking them.' The store will spend the money on plaques for the staff that came up with the idea and a bigger feast for their store opening anniversary party.

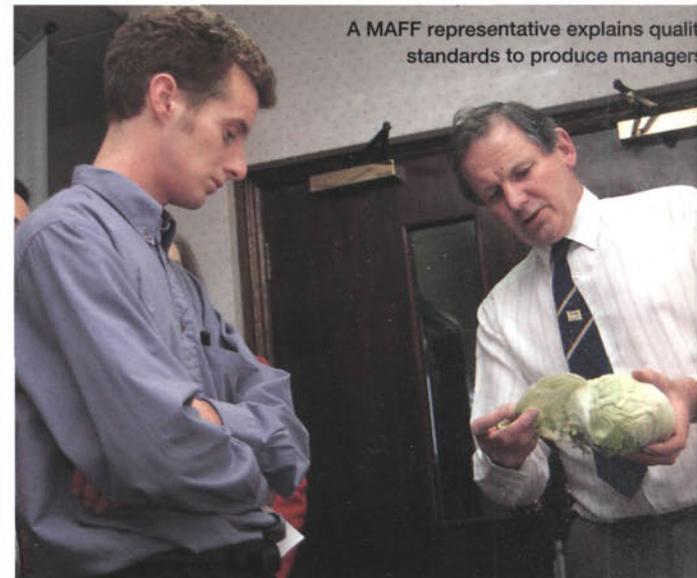
## Feel me, touch me, sell me...

Produce managers from around the country have been learning all about their industry in a pilot course modelled on the meat and fish certificate courses featured in previous issues.

The courses include visits to see how depots handle produce, tours of fruit and veg suppliers and seminar sessions led by representatives from the Ministry of Agriculture, Fisheries and Food. Explains chief technologist of primary agricultural products Bob Hilborn, 'The objective is to have highly qualified and motivated produce managers and get more tradesmanship into the branches.' Departmental director Ian Merton puts this in a wider context, 'We are entering an

exciting new phase of produce development - this course will be the foundation of future skills and knowledge for staff, that will ensure our world class status in the field of produce.'

The course should be rolled out to all key produce managers before the end of the year. Also, a new multimedia package (see page 13 for the low-down on multimedia in JS) will support what they learn and help to train other produce staff.



A MAFF representative explains quality standards to produce managers

What has five digits, sheds coconuts and will revolutionise personnel management in JS?

See the October issue...

## Ipswich has it covered

Ipswich customers have found a solution to the age-old town centre store problem of how to get those heavy carrier bags from the checkout to the car.

A new service allows customers to leave their shopping at the store and collect it later. With the nearest car park some 200 yards away, this is proving very popular.

Says store manager Kevin Nutt, 'It makes it much easier for customers who come into town, particularly at the weekend for clothes shopping. They can now pop into JS for their food as well.'

Customers' purchases are placed in a covered trolley and wheeled into an allocated area of one of the store's chillers where frozen foods are put into coolbags to await the customer's return. When the goods are collected, the customer parks at the rear of the store and uses the phone provided to summon his or her purchases, which are repacked into ordinary carrier bags and carried to the car by staff.

## Merton's bank opens our oil recycling account



Representatives of the Group's project team, the National Rivers Association and the recycling company.

## Christmas comes but three times a year



Special Selection buyer Bridgette Hardy with buying director Robin Whitbread.

Sixty nine journalists from women's consumer media enjoyed Christmas in July.

It may be an odd notion but magazines in particular work months ahead of themselves. To ensure Sainsbury's Christmas lines get the publicity they deserve, it's a case of get in early.

Eighteen stands displayed a variety of JS, Homebase and Savacentre goods from food, sweets, wrapping paper and Christmas trees, to decorations, ribbon and talking Santas.

A follow-up Christmas fare is being planned for October.

We highlighted the dangers of oil pollution in a previous article (*JS Journal*, p10, April 1995), now Merton Savacentre are doing something about it.

Two oil collection units were installed in July in the forecourt of the petrol station. Motorists can pour their used oil into these where they will be stored until the contents are collected by a company which recycles the dirty oil to produce other lubricants and fuel oil.

Says then store director Richard Scholes, 'We are

pleased to be working with Merton Council and are keen to encourage residents to think of the environment when disposing of used engine oil.'

Each year DIY oil changes result in 45,000 tonnes of used oil, much of which is poured down the drains, polluting British rivers.

The first employees to use the new staff discount card are making sure the company-wide launch in October goes smoothly.



Working staff, l to r: Lillian Boyle, Doreen Waterman and Sian Donovan with the new cards.

## Discount card D-day

JS stores in Woking, Brookwood and Basingstoke; Woking Homebase and Calcot Savacentre, began putting the card through its paces for the first time on August 14.

We outlined in the

June *JS Journal* how the card will replace the current vouchers. We now know that we will be able to use it in JS, Homebase, Savacentre and Texas stores in mainland Britain.

Texas stores in Ireland are

not part of the Sainsbury's Group so the card cannot be used there. Texas staff in the Group will have their discount cards by the end of the year, when the computer system is extended to include them.



Kevin Nutt, Ipswich store manager, demonstrates the use of the 'collect by car' telephone point.

# WRITELINES

## HALF BAKED IDEAS

**June Wilson, meat replenishment assistant, Oldham**

My colleagues and I are taking this opportunity to bring to your attention a recent change in the provision of fresh bread that is causing a significant loss of custom.

Since the introduction of the part-baked product line, and closure of the in-store baking facility, there has been a marked rise in customer complaints about our bread products which is echoed by our own experience as consumers of Sainsbury bread. The main issue is a difference in freshness at the time of purchase - less fresh with the part-bake - and also the fact that it becomes stale more quickly.

Not only has the product deteriorated, but the loss of operation of the bakery has removed the aroma of freshly baked bread from the store. We believe that this is not only extremely pleasant, but also contributes subtly to the ambience of the store, making the shopping experience that much better in Sainsbury's. Our customers have remarked to us about the change whilst making positive comments about the bakery operations of our local supermarket competitors.

**Graham Naylor, regional director, Northern area, replies:**

Many thanks for your letter. As you have rightly pointed out, the introduction of pre-formed bread at Oldham has not gone without its problems. Only last week, representatives from Coolcare (supplying bakery) head office and area representatives were in-store to review production methods, staff training and customer reaction. This action has been taken to ensure that we provide our customers with excellent products in keeping with the JS traditions of quality.

Having spoken to Mr Chason, branch manager, he confirms that the quality of product received from the manufacturing plant has improved considerably and we are confident that given the efforts being made in-store, the high quality that can be produced from this range will be available to customers at Oldham. It is always important that we listen to our customers and as such we have

been issuing products free of charge to the general public and staff to sample, for feedback on the products in question. Early indications reveal a much improved level of satisfaction.

Thank you for taking the trouble to bring this matter to my attention. You can be assured that this issue had already been raised and action was being taken. The benefits of developing a range like pre-formed bread are immense, but only if this can be achieved while maintaining customer satisfaction.

## ABLE LABELS

**Fran Skinner, secretary, Coldhams Lane**

Whilst understanding all the reasons behind the marketing strategy, and supporting any moves that drive the business forward and encourage custom, I do think that the Here to Help slogan could have been incorporated into our name badges.

Also, the small plastic Ingredients for Success cards could be put to more advantageous use as a staff identity card to include staff discount and the slogan.

If we have got to be covered in badges let's make them useful, especially if we have also to wear STAR badges and Helping Hands, which are a lovely design but leave one feeling as if we are wearing medals!

**Trefor Hales, director retail operations, replies:**

I agree with your suggestion of incorporating the Here to Help slogan on staff name badges and we have been working on this idea. The large circular badges you have been wearing have been very helpful in bringing our new marketing strategy to everyone's attention. However, by the autumn, we should be able to introduce new name badges which will incorporate the Here to Help message. Regrettably, this may necessitate the re-entering of all name badge information at each store which will take time, but we are looking to reduce the work involved.

The new name badges will be in the company's colours and I hope you'll agree they look better.

We have also been looking into the use of plastic cards for a variety of purposes such as the ones you mention, and staff discount cards are shortly to be introduced. However, the Seven Service Essentials cards were introduced to get a consistent customer service message

**Sandra Hunt, customer, Hornchurch:**

I am a full-time student at the Havering College of Further and Higher Education. In September 1994 I started along with eleven other mature students, the first year of a two year BTEC Modular Foundation Course, which has introduced us to different techniques of study and craft skills.

One of the modules was called A Sense of Place. Over the years, along with many other people, I have spent many hours shopping in Sainsbury's. We've been transformed! Hence the model.

The structure of The Sainsbury Lady is made of wood and chicken wire held together using bits of wire and staples. Strips of newspaper soaked in wallpaper paste were placed over the chicken wire to make a base for the final covering, which consisted of recipe cards and leaflets which were

across to a large number of people and were designed to act as a memory jogger. We could not incorporate features along the lines you suggest in the time available. For the future, I can assure you that comments such as yours are being considered.

## MILLENIUM MAYHEM?

**Nigel Collins, replenishment assistant, East Prescot Road**

Will our computer system be able to cope with the change of century, ie 1999 to 2000?

Apparently, many computers, instead of going to 2000 could go to 1900. This has something to do with many computers using only two digits for the year, ie 95 for 1995, so computers would go to year 00.

**Chris Montagnon, departmental director, ISD, replies:**

You are right. The year 2000 will be a major problem for all computer systems. Most of the difficulties arise because in the use of 'date routines' arithmetic is performed on the last two digits of the year. A group has been formed within ISD to co-ordinate a review of every program and system to identify where the date is used and to make the necessary changes. We have to examine not only software developed by ourselves, but also that specialist software we use to run the computers. We are starting now and know we have to finish by December 31 1999!

**Mrs D Sinstadt, customer, Plymouth Marsh Mills:**

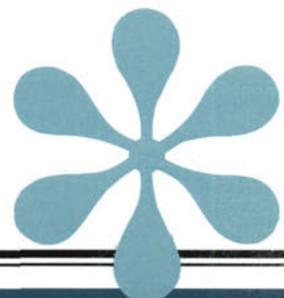
Last week I needed to buy a quantity of dairy-free foods because my grandson, who has a total allergy to all dairy substances, was coming to visit me.

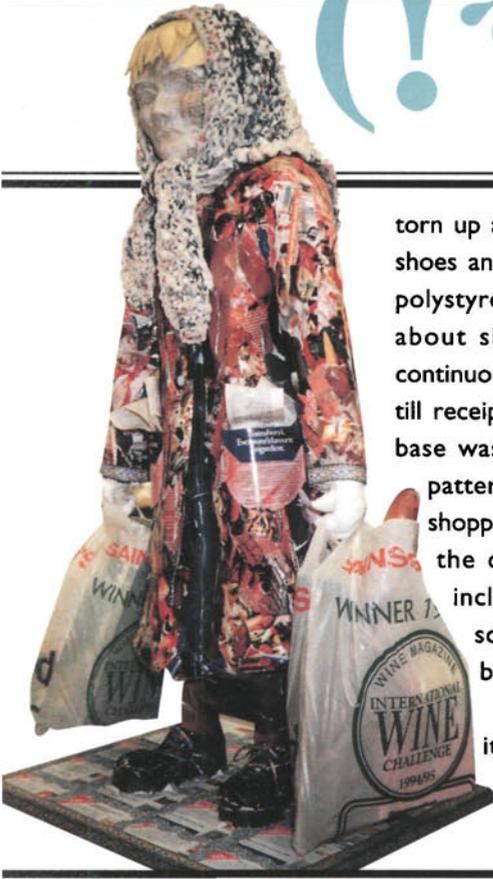
My daughter sent me a list of foods she buys for him in Essex. As the task seemed a bit daunting, I asked for help from the customer services department.

My purpose in writing is to commend them to you and ask that you thank the staff on my behalf.

In particular, I would mention **Sue Sullivan**, who could not have been more pleasant nor more helpful. She turned a dreaded shopping task into a pleasure.

You are lucky to have staff of her calibre.





torn up and stuck on the model to make the coat, shoes and stockings. The blonde hair was a yellow polystyrene tray and the scarf was knitted using about six Sainsbury's shopping bags cut into continuous strips. The features of the face consist of till receipts over moulded Plasticine, The tile-effect base was covered with coupons and the mosaic pattern was from the fish recipe leaflets. The shopping bags were cut down to model size and the contents are Sainsbury's own products including the French stick which had to be scaled down to size by removing the soft bread from inside.

I thoroughly enjoyed making the model, it kept the other students and my family highly amused. It certainly is a conversation piece.

**Mrs FE Woodard, customer, Harlow**

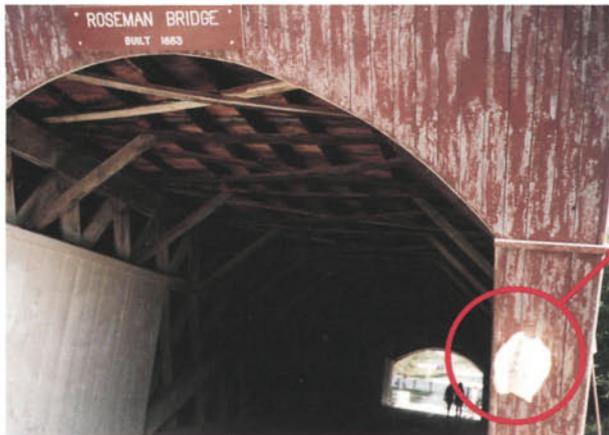
Yesterday morning as I parked my car prior to shopping, a very observant shopper told me I had a flat tyre. So I shopped, then drove into your petrol garage, where I received the greatest of help, thanks to your staff.

A young man employed there (I found out his name was **David Ricketts**) gave me super attention, changed the wheel and so sent me on my way 100% safe!

Thank you for such service.

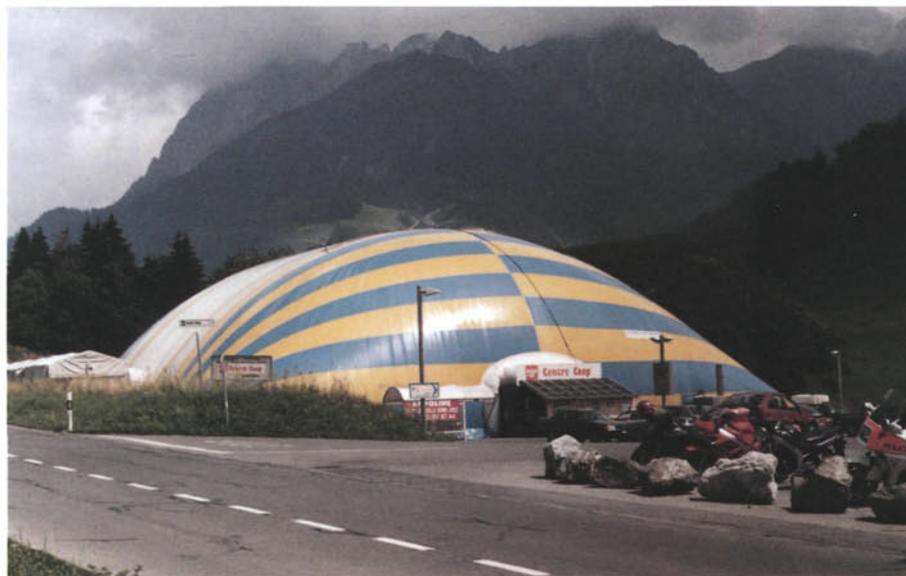
**Estelle Gee, customer, Haverhill**

I was a dedicated Tesco shopper. Over the past six months I began to notice rather large price increases. My father and I decided to give Sainsbury's a try. Nice shop, lower prices, better selection and extremely helpful staff. Congratulations!



**Wendy Southcombe, night shift, Christchurch**

During a recent visit to the Bridges of Madison County in Iowa, we found the following message pinned on Roseman Bridge: 'To Robert Kincaive. If you'd like supper again when white moths are on the wing, shop at Sainsbury's and come by tonight after you're finished, Francesca.' Interesting.



**Eileen Beweley, personnel manager, Durham/Whitley Bay**

In Chateau D'Oex in Switzerland they are currently building a new Co-op. The temporary building is this tent structure. If you look closely you can see water spraying over it to keep it cool. It was 30 degrees in the shade while I was there. Perhaps this is the way forward for future JS refits.

**TOO SHORT A LIFE?**

**Darren Sinclair, fresh foods manager, Nantwich**

On recent visits to our competitors, including M&S, I have noticed that the life on their fresh foods is longer than ours. This in itself is not a good enough reason to review the life of products but maybe we are being over-harsh with our life coding.

I understand that our company prides itself on its good reputation and the quality of its products and I would never want to compromise that in any way.

In a recent change to the company's service deli ready meals, the life has been reviewed and extended by two days. This has had a brilliant effect on our ability

to offer the customer a fuller range throughout the week without the losses we used to incur.

On produce, for example, we have to bring melons into the store over a week before an instore demonstration so that they will be ripe enough for customers to taste. Yet, if they were out on display, they would be out of code.

I know that a great deal of work goes into producing life for products through buyers, suppliers and food technologists, yet I still feel with the examples I have given, that we could perhaps look at certain products without affecting any of its quality and freshness.

**Geoff Spriegel, departmental director, scientific services**

The shelf life of perishable foods assigned by Sainsbury's is an expert judgement which considers microbiological safety, product quality, the commercial realities of distributing and selling the product and the way the product will be stored and used by the customer. Product safety and quality is obviously of paramount importance and even seemingly minor extensions to shelf life must be thoroughly researched before implementation. The shelf life assigned to all products is under constant review and the scientific services division are employing the latest computer techniques to determine where shelf lives can be safely increased. We have been able to increase shelf lives on some lines and will do so again if we are satisfied that this can be achieved safely.

With melons, it is notoriously difficult to determine the maturity level purely on external appearance and, unlike other fruits like nectarines and avocados, they do not ripen further after harvest, ie the sugar levels will not improve and the fruit will only become softer. With reference to the latter, I acknowledge some customers may like the fruit a little less crisp.

Your reference to product being out of code can be valid, but in the majority of shelf life tests carried out the current shelf life appears correct to maintain good internal quality, always remembering that the customer also requires an adequate shelf life. We are continually reviewing the position on shelf life with our buyers and also reviewing new varieties which will ensure more consistent sugar levels for our customers.

continued on pg.21

OPENINGS



HYPERMARKET

SYDENHAM

**Opening date:** August 15, 1995

**Address:** Perry Hill, Bell Green, Sydenham, London

**Opened by:** Savacentre chairman David Quarmby

**Store director:** Jon Hartland

**Project manager:** Chris Isherwood

**Staff:** 1,077 (800 new jobs)

**Sales area:** 85,000 sq ft

**Car park:** 1,000 spaces

SYDENHAM

*Savacentre chairman David Quarmby cut the ribbon at the entrance to the new Savacentre at 9.15 with a hearty welcome of which the town crier by his side would have been proud!*



Store director Jon Hartland (top) with Spiderman and friends.

Huge queues of eager customers heralded the opening of the company's eleventh hypermarket. Dinosaurs, Thunderbirds characters, the Flintstones, Spiderman, a Savacentre-sponsored children's steel band and a jazz band all raised the tempo for customers waiting in the bright summer morning. As the first customers surged through, the first 300 picking up their free bouquets, the 45 checkouts stood ready.

David Quarmby took a breather outside the store from the frantic activity, and the Journal asked him about the opening: 'The Savacentre style suits this razzmatazz. Today is the culmination of such a lot of work-it really is something to celebrate. The staff and development team deserve it and the customers clearly love it!'

The striking design of the new store houses a host of innovations for Savacentre including fresh doughnuts, enlarged cookshop and improved clothing sections. Proof that this, like all Savacentres, is much more than just a food store, is the inclusion of a chemist, Post Office, travel agent, dry cleaners and many more concessions.

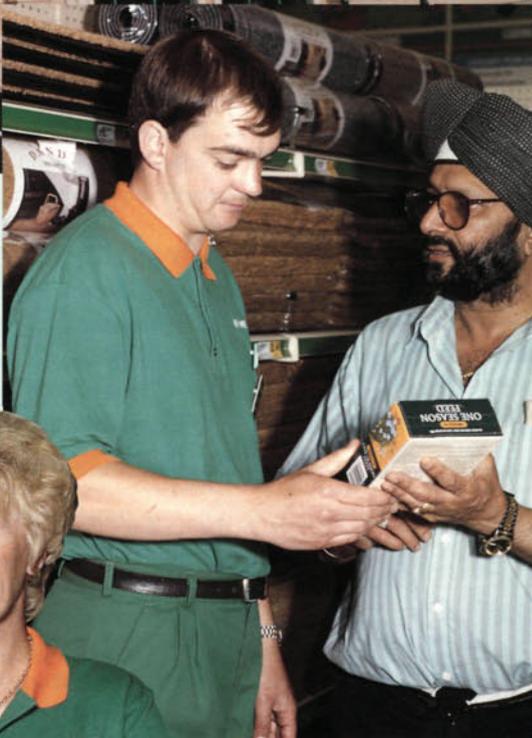
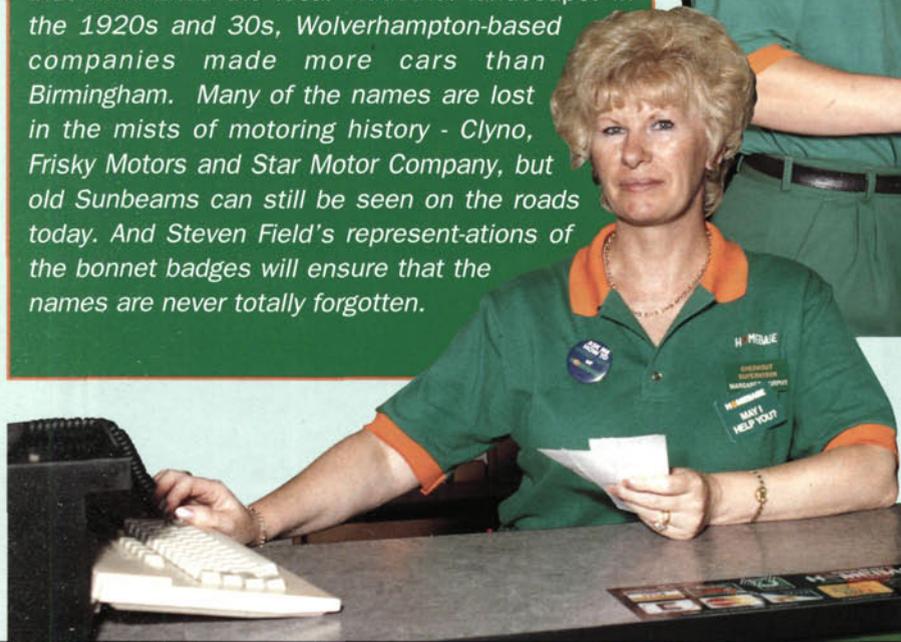
The roof will soon be emblazoned with the store name for the benefit of Heathrow-bound jets.





## WOLVERHAMPTON

The spanking new Homebase in Wolverhampton is a far cry from the ten-year-old Walsall store seven miles up the road that it replaces, and trade press have even been seen lurking around with their cameras. Sculptures and friezes incorporated into the store commemorate the motor manufacturing that dominated the local industrial landscape. In the 1920s and 30s, Wolverhampton-based companies made more cars than Birmingham. Many of the names are lost in the mists of motoring history - Clyno, Frisky Motors and Star Motor Company, but old Sunbeams can still be seen on the roads today. And Steven Field's representations of the bonnet badges will ensure that the names are never totally forgotten.



## OPENINGS



Wolverhampton

## HOMEBASE

### WOLVERHAMPTON

**Opening date:** July 21, 1995

**Address:** St John's Place Retail Park, Wolverhampton, West Midlands

**Opened by:** Homebase chairman Dino Adriano

**Store manager:** Jim Carroll

**Project manager:** Neil Hotston

**Staff:** 60 (28 new jobs)

**Sales area:** 42,950 sq ft

**Car park:** 400 spaces



Far left: Gloria Robinson's aunt was visiting from Trinidad when they heard of the Savacentre opening. Not only were they impressed with the shop but they remarked to the *Journal* how good were the steel band. The band from local Haseltine School is sponsored by the store.



# Our business

## Annual General Meeting

Unlike M&S, Sainsbury's attracted no bikini-clad models or blow-up plastic whales to its Annual General Meeting.

Almost 500 shareholders gathered on July 5 to meet the directors, peruse product displays and vote on the business of the day.

The company's 21st AGM was held in its now accustomed venue, the QEII Conference Centre in Westminster. Before the meeting proper, shareholders discussed with directors from all parts of the Group, topics of current interest, including the company's policies on store development, community investment, employment and environmental issues.

### PAST

#### Last year's results

Chairman David Sainsbury began his address by summarising the achievements of the last financial year. Despite low inflation and intense competition, the company's 125th year had witnessed Group sales growth of 7.5% and an increase in Group profit before exceptional items and tax of 10.5%. The dividend per share had been raised to 11.7p. The Sainsbury supermarket business increased its operating profit by 12.5% to £784 million. Savacentre, Homebase and Shaw's all had an excellent year, increasing their combined operating profit to £112 million.

#### More value

The Essentials programme, launched 18 months ago, led to price cuts throughout the industry. Discount food retailers can no longer undercut JS's prices without 'severely impacting their profitability'. The value offered by JS has been enhanced through the addition of 1,200 new Sainsbury brand lines, increasing the company's lead in quality. The extension of the SaverCard discount scheme provides another example of JS's policy of offering the best value for money in the marketplace.

#### Subsidiaries

Homebase's performance has consistently exceeded that of its rivals. Its management has also moved rapidly to improve the performance of Texas. Texas's sales, which were already running below the previous year's, worsened during the period of the Office of Fair Trading review. Now, discontinued and surplus stock is being cleared out, product availability has improved, and the Homebase Spend & Save card has been introduced into all Texas stores. Although Texas is expected to make a loss in the first half of the financial year, improved performance in the second half is likely to lead to a small operating profit overall. The chairman drew attention to Savacentre's exciting new format, and its new store opening programme which is healthier than ever before.

The improved performance of Shaw's over the last two years has been particularly notable, with growth in profit for the last financial year of 34%. This year, the company has embarked upon a major expansion programme with the opening of eight new stores.

### PRESENT

#### Consolidating our position

The Chairman drew shareholders' attention to the strengths of the core supermarket business, the pre-eminent food retailing company in the United Kingdom: 'We have the most loyal customers, the highest intensity of sales, and the highest net operating margin of any British food retailer. We are determined to reinforce our pre-eminent position...by excelling in the value for money of our products, by continuously improving our customer service, and by securing profitable opportunities for growth.'

#### Current trade

Commenting on current trade, the chairman stated that since the year end, like-for-like sales growth has averaged 2%, with this figure set to rise as current and future marketing initiatives take effect. Total sales growth has averaged 6.5% since the year end. Marketing expenditure in the first half of this year will be significantly heavier than that for the first half of last year. Sales performance since the year end at Savacentre, Homebase and Shaw's has been similar to last year, with Homebase, in particular, showing buoyant like-for-like sales growth of almost 5%.

#### Customer service

The chairman outlined the improvements made to customer service, currently being publicised through the Everyone's Favourite Ingredient campaign. 'Increasingly, customer service will be a key to competitive success, and I am confident that with these new initiatives and the enthusiastic response of our staff, we will provide our customers with the best service they can get.'

### FUTURE

#### Opportunities for growth

The effect of the tightening in planning restrictions on new store numbers will be offset by a large increase in extensions, and fewer store closures. In addition, the company's proposed expansion into Northern Ireland will involve the investment of approximately £100 million in the development of seven stores throughout the Province. However, the chairman emphasised that 'we are not in the business of buying market share, and our other retail businesses, Savacentre, Homebase and Shaw's, provide alternative investment possibilities which are lacking to our competitors...During the 1980s these businesses grew relatively slowly because our main focus was on expanding the Sainsbury supermarket chain. We are now expanding these businesses more rapidly and their profitability is growing strongly.'

#### ALL THANKS TO STAFF

The chairman concluded his address by paying tribute to the hard work of JS staff: 'They have contributed many ideas both to our cost improvement programme and our customer service campaign. They have acquired new skills and shown their willingness to take on new responsibilities. Over 40,000 of

our staff are shareholders in the company, and in the last three years we have allocated £175 million to our employee profit sharing schemes. It is a cause of great personal satisfaction to me that so many of our staff are shareholders and are able to participate in the continuing prosperity of the business.'

SAINSBURY'S  
1995 Annual General Meeting

# Question time

Everything from the competitiveness of JS ham to the likely effects of the Greenbury Committee on directors' salaries was covered by the Q&A session. The following is a summary of the main topics covered by the shareholders' questions.



Chairman David Sainsbury with a shareholder.

## EQUAL OPPORTUNITIES

One shareholder wanted to know when more women managers would be appointed and also when there would be more directors and managers from ethnic minorities.

Although Lady Eccles, one of JS's two women board directors, was retiring, the company has made considerable progress in its efforts to encourage women to take up management positions.

There are now two female departmental directors (six years ago there were none); 13 female senior managers (there were five in 1989); ten female store managers (compared with three in 1989) and 102 deputies (there were 56 in 1989).

The company is keen to have more people from ethnic minorities in management positions and is doing everything possible to encourage this. It is also committed to improving

employment opportunities for people with disabilities, including current employees who become disabled, and has been awarded the Department for Education and Employment's 'Positive about Disabled People' symbol.

## ENVIRONMENTAL

Praise was accorded to JS for its fridge control systems by a shareholder who remarked that 'we don't now see empty fridges

while repairs are going on.' Other subjects raised included the detoxification of the land on which the new Sydenham Savacentre is built, and a request for more recycling facilities to accommodate the new plastic milk containers.

## DIRECTORS' SALARIES

By comparison with directors of other companies, JS directors' pay is acknowledged to be very modest.

This year, for the first time, a complete breakdown of each director's salary is specified in detail in the annual accounts, including basic remuneration, performance-related bonus, profit-sharing, benefits and pension. Directors' salaries are set by the Remuneration Nomination Committee. This comprises the chairman and non-executive directors, who review directors' salaries on behalf of shareholders and ensure that proper standards are maintained.

## SHARE SCHEMES

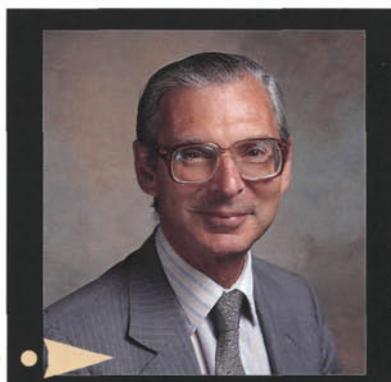
JS veteran Tim Day asked whether the company has any plans to abandon its executive share schemes in the light of adverse publicity about other companies' schemes, and considering that JS's share price had not risen sufficiently to benefit the recipients. The chairman promised that the company would be looking at whether the schemes could be improved in the light of the Greenbury Report.

## AND ANOTHER THING

Other questions included a request to be able to use the new SaverCard on Wine Direct purchases and for it to be usable in all JS stores, rather than the single branch named on the card. (Since the AGM it has become possible for SaverCards to be used in all participating stores). Another suggestion was that the interim and final dividend payments should be evenly split, rather than the current 30%:70% split.

### TWO NEW NON-EXECUTIVE DIRECTORS WERE APPOINTED AT THE MEETING.

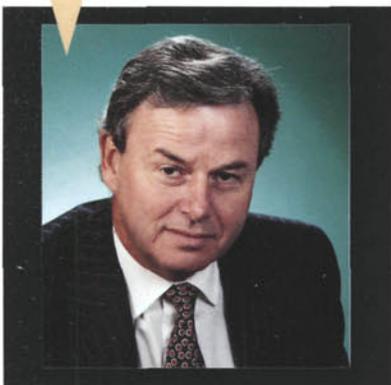
The Rt Hon Sir Timothy Sainsbury was previously a director of the company from 1962-1983, and retired from the board on his appointment as a government minister. Sir Timothy, who, like the chairman, is a great-grandson of the founders, recently ceased to be a government minister after a distinguished career, latterly as Minister of State for Trade and Industry. He has announced his intention to retire as an MP at the next election. His re-appointment to the board was warmly welcomed by shareholders.



The chairman's tribute to Angus Clark, who retired in April, was greeted with warm applause. 'He has made', said David Sainsbury, 'an exceptional contribution to the company's development in distribution, personnel and information systems over a period of great change and growth. He leaves with our deepest appreciation and gratitude, and our congratulations on the award of a CBE in the recent Birthday Honours.'

The chairman expressed his pleasure at having secured the services of Clive Thompson, chief executive of Rentokil Group PLC as a non-executive director. Under his leadership, Rentokil has become a leading international service company and was recently voted 'Britain's most admired company'.

## BOARD MOVES



Lady Eccles, who served as a non-executive director for nine years, retired at the AGM. On behalf of shareholders, the chairman thanked her for the 'wise and valued' contribution which she had made over the years.

The Journal scanned the systems, surfed the Internet and studied the soundtrack to bring you the latest technology developments for the Group.

# Information at the speed of light

As computers become more powerful, and more information is flowing around the company, the links between terminals, and between terminals and mainframe, are straining with the load. One of the less visible but more important improvements in technology is the new £25m fibre optic corporate network. Computers in stores and offices are currently linked to each other and the mainframe via copper wires. In July, Camden became the first store to be linked to the network via fibre optics. By the middle of next year all stores will be connected by the fine glass cables which can carry information 80 times faster than before. Andrew Yates told the Journal, 'Sabre set the demise of the old network since the software was designed with the limitations of speed in mind. With further software improvements the new network will even be able to carry video images direct to stores.'

## Webbed feat

Simply take ... a pc, a modem and a subscription to an Internet service provider, and you can buy JS wine in BarclaySquare!

In February, JS boldly went where no food retailer had gone before, by establishing a presence on the Internet as part of a project carried out by the JS technical infrastructure (TI) department. The initial offering consisted of several pages of illustrations and text, packed with such useful information about the company as branch addresses, financial details, recent press releases and JS history. It proved extremely successful. 'We've been well chuffed' says TI's Paul Jennings, technical consultant who was involved with the development work, 'with the street cred that our initial experiment brought us - we've had several companies requesting permission to reproduce our Internet pages in magazines and brochures to show how it should be done.'

It isn't just the technically-minded who've been impressed. The addition of the Wine Direct home delivery service made JS the first UK food retailer to offer goods for sale on the Net and brought JS a great deal of positive publicity. Martin Wright, TI senior manager, comments 'We're very proud to be leaders in the application of this new technology and, of course, with the reception it has received.'

Armchair wine buffs can choose from a current range of some 40 wines, and an exciting new autumn selection was being finalised as the Journal went to press.

The Web, as aficionados call it, is a part of the Internet that can display graphics and pictures, in contrast to the rather dull all-text pages of other parts of the Net. This makes it particularly suitable for home shopping. The JS offering, for example, includes pictures of wines and maps of their places of origin. Users may jump between different pages and related subject areas in order to investigate them more deeply.

The range of information offered on JS's Internet site is growing all the time. Recent additions include a map giving a guide to facilities at each JS store, ISD job advertisements and the Annual Review. An electronic recipe book has proved particularly popular, with over 6,500 users a week, from as far afield as Japan and South America, surfing for recipes such as Lobster Thermidor.

The popular image of the Internet user as an 'anorak' - a coffee-swigging young male hacker hunched late into the night over his keyboard - is incorrect, according to a recent NOP survey. In fact, some 38% of Internet users are over 35, and a third are women. Perhaps less surprisingly, they tend to be fairly prosperous and to read a certain pink newspaper - over 20% of *Financial Times* readers use the Internet.

However, it would be wrong to think of the Internet as exclusive. Katharine St John-Brooks, senior manager, Consumer Direct, who chairs the group set up to manage JS's Internet site, says: 'We're very excited about this new communication medium, and particularly about the rate at which it is catching on. In just one month, 20,000 people accessed the JS home page - the introduction and 'index'. Our Internet offering puts us at the forefront of shopping technology, and we have lots of plans for expanding our offer. Watch this (Cyber)space!'

## How to get connected

All you need to access the Web is a personal computer (minimum 386 processor); Window environment; a World Wide Web Internet browser; a modem with a minimum capacity of 14.4K bits per second and a subscription to an Internet service provider. With that little lot, you can use the Web to wander into university libraries all over the world, explore virtual vineyards and even admire the pictures in the Louvre.

JS's Internet address is <http://www.j-sainsbury.co.uk>. BarclaySquare, the UK's first virtual shopping mall, offers access to Wine Direct, as well as to other retailers including Toys R Us, Argos and Blackwell's bookshop. If that's not sufficient, you can book a ticket on Eurostar for a spot of real-life cross-channel shopping!

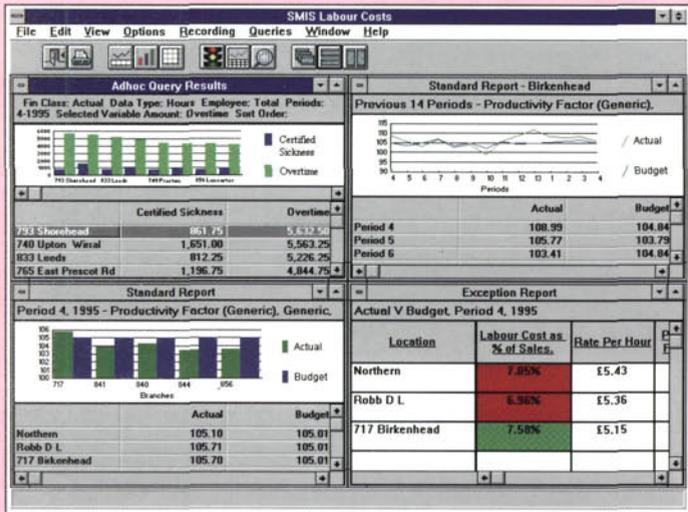
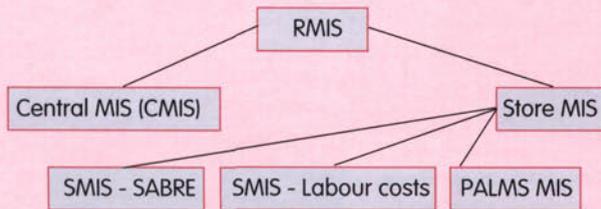
If you have access to the Web, the JS Internet group would like to hear from you via the feedback option within the JS pages. How user-friendly do you find the JS web offering? Which pages do you use most? What other information or services would you like to see on the Web?

TECHNO - TECHNOMHGT

# TAKE YOUR SEATS TO VIEW THE PERFORMANCE

A new computer system in an easy to use and easy to learn format is set to revolutionise information management in the stores.

The two in-store Retail Management Information Systems (RMIS: pronounced 'reemiss') help managers sort information quicker and more easily. The rollout of the next phase of the SABRE MIS begins on September 10. The other package - Labour Costs - starts mass roll out to stores the following month, with other MIS systems planned for stores in the future.



So what does a management information system do in JS? Previously, managers had to wait for figures from head and area offices relating to the SABRE ordering system or to labour costs. They then had to wade through piles of computer print-outs and try to visualise the patterns and trends. This would then hopefully reveal 'exceptions' - blips in the trends - so they could react to potential problems. Now they have, at their

fingertips, computer tools in the form of MIS to present the figures graphically on the screen in seconds.

You don't have to be Einstein to use RMIS. But the user can be their own Sherlock Holmes. You can present the information at different levels of detail and compare factors to investigate ways to improve a department's performance, such as spotting increases in spending on overtime and exploiting opportunities for sales growth. Explains project manager Sean Farmer, 'We are trying to get away from paper based reporting to give management the tools to investigate the root causes of problems.'

Comments like 'it's wonderful', 'it will save me hours' and 'it's very simple' come thick and fast from management that have used the Labour Costs system. One of the reasons that this system is so user friendly is the constant consultation that has taken place between end users and the project team. South Western regional services manager Geoff Truscott has been involved from an early stage: 'The project team have talked to the users not just once but continually.'

The system has the flexibility to accommodate many more management information systems in the future, customer service figures from CARES for example. Eventually, users will be able to see an overall picture of the store's performance at a glance.

Provisions manager  
Dominique Kent of Sevenoaks.



## STUDY WITH SOUND AND VISION

The old Branch Training System is to multimedia what an abacus is to a calculator.

Store training is about to enter the 21st century as new powerful multimedia PCs are distributed to every district over the coming month. Sound and video are combined in an interactive training package that staff can work through at their own pace. Not only is multimedia a lot more fun, research has shown speed of learning, understanding, and the amount remembered can be half as much again as traditional methods.

Each district will soon have one IBM Pentium 90 computer with CD-ROM drive (the packages work from CDs just like music compact discs) and software packages covering topics like Leading Teams, Produce Recognition and, shortly, a meat training package.

Mike Povall of retail training and resourcing raves about the new system: 'The system engages all your senses and is user friendly even for the computer illiterate like me. You are allowed to learn from mistakes. It is also fun, especially when staff work in small groups. In the future we expect multimedia to become a key vehicle for training.'

### Virtual shopping



The next Journal will be checking out the virtual store at Salford. A JS experiment with virtual reality is opening technological doors into the future of shopping and store design.



# FISHY GOINGS ON

*Few fellow competitors suspected Barry Dymond's cunning plan to win the SSA fishing competition, and by the time they did it was too late.*

Basingstoke depot's Barry eventually took pole position at the Aldershot Springlakes in July and explained to the *Journal*, 'I formulated a plan and didn't deviate from it. I had a special bait cocktail that was completely different from everyone else's.' Barry stuck to his guns, though his neighbour caught onto his tactics, but too late. Barry savoured the moment he was presented with his £500 prize by World Champion Bob Nudd. He wasn't too overawed to cheekily ask for Bob's trade-mark white cap though!

Women's competition winner Gill Coggins from Tamworth thoroughly enjoyed the day and was quick to complement the quality of the venue and organisation of the competition. She admitted she was lucky to take the title since she caught nothing for two hours and netted her final catch in the last few minutes. Despite her modesty, Gill may have the makings of a natural because she only started the sport in April and had to make do with a second-hand rod for the competition. Her prize money will go towards a new one which she intends to christen on a fishing holiday in Ireland.

Our condolences to family and friends of Ken Martin who was runner up in the veterans division and passed away two weeks after the event.



**Overall winner Barry Dymond (left) receives the winner's cup and bowl from fishing world champion Bob Nudd.**



**The Texas team relaxes after a hard day's angling.**



**Ladies winner Gill Coggins with the carp that clinched the lead for her.**

## News in brief

### Tesco to build in Northern Ireland

Tesco has announced that its first store in Northern Ireland will be a Tesco Metro town centre shop. It has acquired the Allied Irish Bank site at Castle Junction and the chain said they intend to purchase additional sites.

### Asda results comeback

Asda impressed the City with its full year results with a 35% increase in

underlying pre-tax profits, overtaking Safeway as Britain's third biggest food retailer according to some commentators. Just a few years ago the company was on the brink of collapse.

### Open all hours

Off-licences are now allowed to stay open on Sundays from 10.00am til 10.30pm so the days of cordoning off the BWS sections in stores are over. The Licensing (Sunday Hours) Act which came into effect on August 6

permits supermarkets to sell alcoholic beverages throughout the hours they are permitted to open on Sundays.

### Peter's supersonic party

Meat senior manager Peter Morrison attended a champagne reception in July for 100 customers who won a flight on Concorde.

Peter's department organised the competition as a promotion in a leaflet for traditional beef.

### Not all that jazz

We announced in the last issue the lucky winners in our Bewdley Jazz Festival competition. Sadly, the event was cancelled so we pulled out the stops to make sure that winner Patrick Deeble and runners up John Dick and Albert



Gough were not left empty handed. They may not have open access passes to Bewdley but they are sharing £300 of SSA-organised offers and vouchers.

### Hot sales

The hot weather was responsible for a 40% increase in ice cream sales in JS and a 20% increase in soft drinks sales.

### Spend & Save arrives in Texas

The Spend and Save loyalty card can now be used in Texas Homecare stores as well as the original Homebase outlets.

### Cheque clearing goes to Nat West

Cheques processed through JS tills are now banked by Natwest, replacing the previous agreement with Barclays.

### CORRECTION:

The caption to our picture on page 3 of the July issue regarding the MBA graduates incorrectly named Colin Rye and Rick Beazley. Rick is on the far left and Colin second from left.

Colin Bartleet of Plymouth Texas has just achieved an MBA qualification on a similar distance learning course as the JS version that we reported.

# SHARE AND SHARE ALIKE

Almost all of you will have received recently the welcome bonus of the profit share in your pay packets. And a lot of you now participate in the Save As You Earn scheme (SAYE) as well. After initial confusion, we now know that the report by Richard Greenbury's committee on share schemes has no effect on SAYE or Profit Sharing (only executive share option schemes) but it has raised the profile of such schemes. Here is a quick guide to the JS employee share schemes:

## PROFIT SHARING

### What is it?

The scheme was introduced in 1979 when the company was permitted by law to offer profit share to employees. Each year since then the company has set aside up to 10% of the annual profits to the Profit Fund for distribution to staff. A complex formula is used to calculate the exact amount to be distributed. This formula, determined by the directors, was modified last year so that the property provision in the accounts did not reduce the amount distributed to employees.

### How does it work?

You can choose between cash and shares. Cash profit sharing is paid into the July or August pay packet. If you choose to take shares, these shares are allotted to you and held by the Trustees of the Profit Sharing Scheme but owned by you. The Trustees will hold the shares for five years, after which time they are transferred to you free of income tax. If you then sell them, you incur Capital Gains Tax (CGT) on any profit over £6,000 (profit is the difference between the value of the shares when they were first allotted to you and the value at the share price when you sell). It is possible to avoid CGT by transferring the shares direct to a Personal Equity Plan after the five years.

You cannot sell the shares until the second anniversary of allotment. If you sell the shares between the second and fourth anniversary you are charged tax on 100% of the market value. This drops to 75% if you sell during year four.

### What are the benefits?

Profit share is worth around 9-10% of your salary. You can take cash or shares or a combination of both. Cash is liable

to the same tax and National Insurance as your regular pay. Shares, on the other hand, are totally tax free if you hold onto them for five years.

### Is it worth it?

Typical employee Sheila (earning around £12,000 per year) taking all shares since 1980 would be sitting on a fund worth over £25,000. Looking at it another way, Sheila would have taken home £580 cash in profit sharing in 1990, but if she had taken shares, these would now be worth over £1,500.

### Who qualifies?

All staff qualify but you need to have been employed by JS for at least one full JS financial year prior to the qualifying date. For the first couple of years' service you receive a proportion of the full profit share: the proportion of qualifying pay to which the distribution rate is applied for one years' service is half; for two years' service is three quarters and after three years' service all of your pay is considered when the profit share is calculated.

## SAYE

### What is it?

This is a five year savings plan and share option scheme combined. If you choose not to buy shares with the money you have saved after five years you can take the money accumulated plus a bonus currently worth 5.53% free of tax.

### How does it work?

You invest between £10 and £200 per period, deducted straight from your pay packet. After five years, you can purchase the shares to the value of your savings plus bonus. The price of the shares is set at a 20% discount on the Stock Exchange middle market price at the beginning of that scheme. You can

start a new scheme each year, in addition to any started in previous years, as long as the total of payments do not exceed £200 per period.

### What are the benefits?

If the share price has risen during the five years you win. If it hasn't, you still win because you can take the cash plus bonus tax free.

As with the profit share, the company also benefits in a number of ways. As assistant company secretary Bill Hamilton explains, 'Employee share schemes encourage staff loyalty and motivation. You feel it is more 'your company' because you have a stake in it. Also, share schemes like ours can contribute to our retention of staff.'

### Is it worth it?

Just a bit! If Sheila had contributed as much as possible each year since 1974 and kept all her shares, they would be worth over £232,000.

Many staff can see the benefits of employee share schemes - in fact about one third of the 111,000 JS share holders in March 1995 were staff.

## WHAT DO I DO?

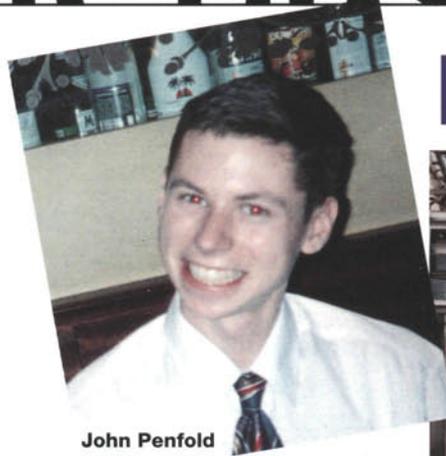
When you qualify for profit share you will be personally notified and asked what proportions you would like to take in cash or shares - that is the time to make your decision. The SAYE scheme is offered around November/December each year so watch notice boards then for details.

# CHECK THIS OUT

**District manager Mike Goodman's Penny Back presentation on July 1 was no ordinary JS donation.**

Almost £15,000 was raised by the district's fundraising activities and Penny Back donations for the John Penfold Memorial Fund. John was stabbed to death attempting to stop a thief at the London Woolworth's where he worked. His father **Mick Penfold** is deputy store manager at **Hampton** store and his mother **Madeleine** works at **Kingston JS**.

The money is going towards an extension to the Methodist church to which John belonged. With other corporate donations and several thousand pounds from *The Sun* newspaper, the Fund has reached over £50,000 and the extension is on course to open next year. Mick Penfold told



John Penfold

the *Journal*, 'This will be a memorial to John if at a great cost. It is amazing how we collected so much. I would like to thank all my friends and colleagues, especially Mike Goodman, for all their support.'

Ian Kay was jailed for life last month for John's murder. Kay, described by the judge as a psychopath, was on leave from prison when he attacked.

## In memory of a son



Left to right at the cheque presentation are Karen, Madeleine and Michael Penfold with Reverend Robert Jones and Mike Goodman.

## Whitley Bay goes radio ga ga

**Debbie and Darren as Minnie and Mickey.**



Whigfield's song Saturday Night will never be the same for staff at **Whitley Bay** after store manager **Alan Gilbert** gave his own rendition of the song live during the Metro Radio Roadshow.

The store hosted the roadshow during the two week customer initiative celebrations in June. Local DJ Lee Feinann presented the show and gave away prizes to listeners and customers.

An in-store competition was

held for customers to nominate the most friendly and helpful member of staff. Customer services manager **Alan Gray** was nominated and won a helicopter trip courtesy of Metro Radio. Supermarket assistants **Darren McDonald** and **Debbie Arkley** dressed up as Mickey and Minnie Mouse for the roadshow and presented children with balloons and lollipops.

### STORE'S PARTY

**Harpenden** is celebrating its 25th Birthday on August 25 with a dinner and dance on October 7 at a local hotel. If anyone is interested in coming along, could they please contact the personnel department by OASIS or telephone 01582 763558.



## Rub a dub dub

**Newbury JS** took part in the annual Newbury Craft Race along the River Kennet and this year trounced arch rival Tesco's.

The team of 12 took to the water in their homemade craft - a few empty oil drums and plastic tubing - to complete the eight mile, nine lock race along the canal. During the land dash around the first lock, Newbury overtook Tesco's and maintained their lead to finish 8th in a field of 42. 'Our best

yet,' said a team member.

Although the crew managed to keep the boat afloat for the duration of the race, once over the finishing line it promptly capsized. Said branch manager and crew member **Dave Elliott**, 'The boat did a sterling job, but also gave us sore arms and legs for days afterwards.'

Over £4,000 was raised by the race for The Rotary Club.

# The main attraction

They're a wild bunch at **Whitechapel**. Customers were bowled over when they first caught sight of the Indiana Gold promotion during July. Parked right in the middle of the foyer was a 1976 Harley Davidson Sportster motorbike surrounded by cans and bottles of Indiana Gold.

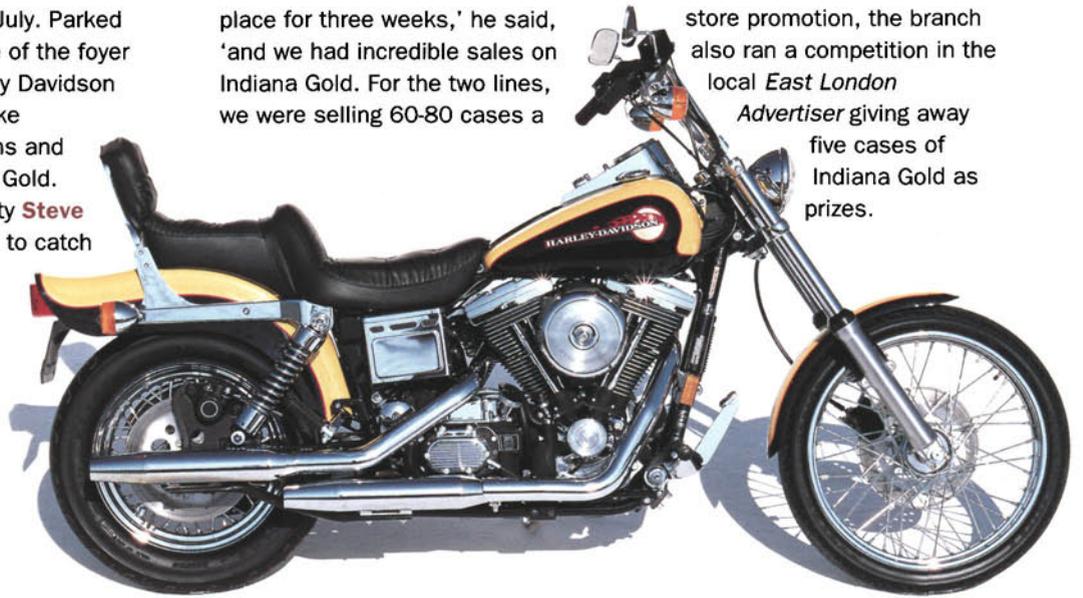
Services deputy **Steve Meechan** decided to catch his customers' attention by creating an All-American theme: stars and stripes, beer and that bike.

He found the bike by looking through **Loot**,

London's free-ad paper. He called a few people advertising bikes for sale and asked if they would loan their bike to the store. 'It was in place for three weeks,' he said, 'and we had incredible sales on Indiana Gold. For the two lines, we were selling 60-80 cases a

week compared to neighbouring stores' figures of between five and fifteen cases.'

In addition to the in-store promotion, the branch also ran a competition in the local **East London Advertiser** giving away five cases of Indiana Gold as prizes.



## Tickled to eat you

The opening of **East Prescot Road's** new Shopper's Restaurant was a tattafalorous event when local celebrity Ken Dodd brought along his tickling stick. Ken, who joked with customers and staff on July 31, donated his appearance fee to a local cancer charity.



## Netball challenge

Stand back new World Champions Australia - here come the **Alton** netball team!

Runners-up in the 4th division of the Basingstoke netball league, the Alton team have only been playing a year and began 'just for a laugh'.

Ten staff members train together once a week in a near-by park and play a league game once a week as well. The team has now been promoted to the third division for the new season.

If any other branches have netball teams and wish to challenge Alton, please contact captain, **Siobhan Woodcock** at **Water Lane** on 01252 718061.



## He's been to the palace to see the Queen



**Len and his wife Jessie at Buckingham Palace.**

**Len Rudman**, customer service assistant at **Kidlington**, enjoyed a right royal occasion recently when he was invited to the Queen's Garden party on July 18 in appreciation for almost 60 years of association with the Royal British Legion, culminating in the chairmanship of the Legion's Woodstock branch. But staff at the branch believe that, if Len's popularity with customers is anything to go by, the Queen must have decided that his company was just too enjoyable to miss. Len, aged 82, has worked at the Kidlington branch since it opened in 1991 and is described by his colleagues as 'the original English gentleman'. 'I'm not', he says modestly, 'one to sit around. I really enjoy the people - customers and staff.'

## Ice cream is good for children

American Independence Day and National Ice Cream Week kept three stores very busy promoting products and entertaining customers. At **Arnold**, customers could buy Indulgence ice cream cones for 50p.

**Sylvia Lowe** in grocery made the costumes and the decorations for the ice cream stall. £113,68 raised by the venture will be donated to Children in Need.

Staff from **Newhaven's** Oasis Coffee Shop celebrated the Fourth of July by dressing up in all-American dress. **Dawn Featherstone** served customers while dressed as Scarlett O'Hara, and colleagues **Catherine Murphy**, **Maureen Pateman** and **Valerie Waters** arrived in jeans and cowboy boots.

At **Pepperhill**, **Shirley Tiller**, petrol station assistant, dressed as Uncle Sam in an effort to draw attention to a variety of products including pop corn and Indiana Gold. Children visiting the store were given an American flag souvenir.



**Your Pepperhill store needs you!**



**Pure Indulgence at Arnold.**

# STORES AT LARGE

YOUR ACTIVITIES IN THE COMMUNITY

## Some holiday!



When vegetable buyer **Colin Hill** was asked to go on a cycling holiday with four friends, he didn't realise what he was letting himself in for. What followed was a 954 mile trek from Land's End to John O'Groats over one week in June, spending around nine and half hours a day in the saddle.

It was tortuous and painful, and when it was all over the champagne corks popped. 'I

thought "never again!".' said Colin. 'Without the help of Nikki Harris and Gill Ireland (cooks, physios and drivers combined) who pandered to our every need, we would never have reached our destination and raised the £2,500 for Imperial Cancer Research.'

● At **Ilford**, deputy bakery manager **Odran Lafferty** and senior butcher **Matthew Yarnold** also took to the saddle. They competed in the gruelling London to Brighton Cycle Run in aid of the British Heart Foundation and in the process raised £230.

With the encouragement of workmates who manned a support vehicle, Odran and Matthew finished the 58 mile race in 3 hours 49 minutes. Said Odran, 'We might even do it again!'



Relieved **Matthew Yarnold** and **Odran Lafferty**.



## One and a half million pennies bring sunshine

Take the dedication of 12 branches and the enthusiasm of district manager **Bryn Page**, a worthy cause and a Penny Back scheme and what do you get? One and a half million pennies!

Last year, Mr Page's district accepted a challenge to collect £15,000 towards the purchase of a Sunshine Coach to be used by a children's charity or organisation.

Assuntina Cardillo-Zallo, project co-ordinator for Contact a Family Wandsworth, a charitable organisation for

disadvantaged children, was presented with the keys for the minibus by comedian Jimmy Tarbuck and Bryn Page.

Services deputy manager for **Wandsworth**, **Jim Deegan** explained that as Wandsworth store had raised the largest amount they were asked to choose the charity to receive the Sunshine Coach. 'The coach is already a regular sight,' he told the *Journal*.

### Every penny helps

Sainsbury's was the favourite ingredient in **Richard Davies'** district

recently when a cheque for £4,456 was handed over to the Cheshire Homes Foundation. Spurred on by Richard Davies, staff at **Beckenham, Bromley, Chislehurst, Crayford, Dartford, Dulwich, Eltham, Forest Hill, Lee Green,**



## Dropping in for PHAB



**Brendan Glyn**, **Lee Green** manager, steps over the edge of **Drury House** as the other abseilers watch.

**JS** would not normally condone staff throwing themselves from the top of 11 storey buildings, but on July 31 it was all in aid of a good cause. Forty seven staff from **Richard Davis'** district and head office abseiled one by one from the top of **Drury House, Blackfriars**, to raise money for the Physically Handicapped and Able Bodied (PHAB) charity. For each it was a mental battle to step over the edge but they were reassured by the professionalism of 6 Cadet Training Team Royal Artillery who provided the equipment. Organiser and **Dartford** store manager **George Smart** was the first down the head office building and had little time to admire the magnificent view across the city. He admitted, 'I am a bit of a nutter I suppose - I've just

taken up water skiing, I'm training for my private pilot's licence and I've been up in a hot air balloon. But I have to say I loved it!'

Sponsorship and donations from customers should bring the total raised to well over £7,000.

George also has just had the dubious pleasure of having a horse named after him. And he thinks it's great!

Arrow Riding Centre for the Disabled named one of their horses **George** after branch staff and customers raised £1,000 towards its sponsorship.



**Lewisham, West Wickham** and **Woolwich** encouraged customers to re-use their plastic carrier bags and to take part in the company's

Penny Back scheme.

The cheque was presented by Richard and members of staff to Gerry Wooding Jones of the St Cecilia's Cheshire Home in Bromley and Pamela Wharton of the Chipstead Lake Cheshire Home in Sevenoaks. The Cheshire Homes Foundation promotes care, general well-being and rehabilitation of people with physical, mental and learning disabilities.

## BLACKPOOL ILLUMINATIONS WEEKEND OCTOBER 21/22

Blackpool is famous for its own street theatre. The autumn illuminations provide a sheer spectacle of colour and razzmatazz. The ridiculous price of £52 includes: coach travel, hotel accommodation, English breakfast and the illuminations tour.

We depart early from area offices/stores and Blackfriars on Saturday to travel north, with comfort stops en route, to arrive in Blackpool mid-afternoon. There's free time to explore and a chance to ride the Pepsi-Max Big One. In the evening, we will drive through the illuminations before heading off to the Holland Hall Hotel in Upholland near Wigan. We leave the hotel on Sunday morning with a detour via the picturesque Derbyshire Dales, taking lunch in one of its small towns (Matlock, Ashbourne or Buxton), arriving back at your pick-up points in the late afternoon.

To secure your booking for this great weekend, telephone Yorkshire Coachlines (part of International Travel Club) on 01484 519915. A limited number of single rooms are available at no extra charge on a first come, first served basis. (Pick ups at: area offices/stores - Romford, Woking, Uxbridge, Bromley, Coventry and Stamford House, Blackfriars). Light up your weekend and BOOK NOW.



# Lighten up!

# SSA

## We'll drink to that



## HAMBURG DOM BEER FESTIVAL AND CRUISE NOVEMBER 5, 12, 19 & 26

For just £84 per person, you can enjoy the luxury of cruising coupled with a beer festival in Hamburg. The price includes an air-conditioned inside cabin with shower and toilet, three breakfasts and a sightseeing tour of Hamburg. The MS Hamburg leaves Harwich at 5.30pm each Sunday, cruises down the River Elbe and arrives in Hamburg at 3.00pm on Monday. On-board facilities include bars, restaurants, disco, live band and cinemas. Line your stomach and enjoy some sightseeing until 6.00pm when the festival opens. What an 'intoxicating' mixture: beer halls, oompah bands, fun fair rides, traditional food and much more. After a hearty breakfast in the Alster restaurant, enjoy the rest of the day shopping in the city centre before returning to Harwich by midday Wednesday.

### CONCERT TICKETS

There are still some tickets available for the following concerts:

#### GARY GLITTER

Sunday, December 17, 1995 at Sheffield Arena.....£20

#### M PEOPLE

Friday, November 24, 1995 at Royal Albert Hall (standing or seated)....£20

#### THE BEAUTIFUL SOUTH

Tuesday, November 21, 1995 at Wembley Arena.....£18  
All tickets advertised include an Agency Fee.

#### SSA CABARET NIGHT

Sunday, October 1 1995  
7.30 - 11.30pm. ....£27  
(incl. 3 course meal)

Don't delay, send your order forms now to the central SSA office, Blackfriars.

SSA offers are negotiated on behalf of our members. Details of joining the SSA are available from your personnel manager. Texas staff will be able to join just as soon as the company's payroll system is able to deduct subscriptions.

A list of SSA offers is now available on e-mail bulletin boards.

# SAINSBURY'S

STAFF ASSOCIATION

Tel: 0171 921 7227

'Grab your coat and get your hat, leave your worries on the doorstep,' come and enjoy a weekend of fun at Sussex Beach Holiday Village, Bracklesham Bay.



## SAINSBURY'S WEEKEND OF FUN AT SUSSEX BEACH HOLIDAY VILLAGE OCTOBER 13-16, 1995

This weekend is specially reserved for Sainsbury's staff and their families. Although we cannot rely on the English weather, we can rely on the fun. The weekend comprises three nights with full entertainment programme including dancing, nightly shows, disco, late night entertainment and events during the day and for the kids. Choose from:

Caribbean Suites (half board only).....£62 per person.

Child 2-14 years - half price (half board).

Babies under two free of charge.

2 Berth Bungalows (1 bedroom).. £45

4 Berth Bungalow (2 bedroom).... £60

(£10 per extra guest in a 4 berth bungalow)

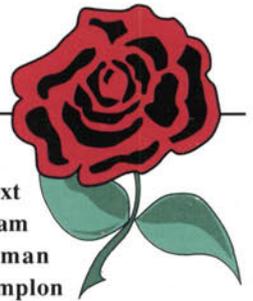
A limited number of cots are available, free of charge.

Dogs are accepted but a supplement of £15 will be charged.

Contact the central SSA office, ext.7227 for a booking form.

See the SSA News for many other forthcoming events, including three nights in New York at New Year; Northern Racing Day on November 4, Bilbao mini cruise, Bosworth Hall murder mystery weekend and build up to the 1996 Company Quiz.

# Send us your love story



Love is everyone's favourite ingredient. And everyone remembers the bitter sweetness of their first love or their first kiss. Now is your chance to share your romantic story with the rest of the world. We're looking for the most romantic, funny or unusual way in which a couple (one or both partners must be currently employed by the Sainsbury Group met.

The couple our judges choose as having the best story will be able to rekindle their passion in style. Your prize trip will involve staying in London for the first night in one of the luxurious International Hotel's top rooms, with its fantastic views across Docklands

and the Thames. A luxury car will then whisk you off to the Ritz for dinner à la carte. The next morning you will re-live the romantic age of steam

aboard the British Pullman carriages of the Venice Simplon Orient-Express. Enjoy an impeccable meal as you journey through beautiful country-side to one of a selection of historic country towns. After a tour of the sites you will relax with evening supper on the return leg and final night in the International.



Three newly weds are our first entrants in the competition. Here are their romantic stories:

## Full of surprises



When a couple send each other poems for Valentine's Day, romance is in the air. Chief display assistant **Anita Bacon** from **Haverhill** and **Michael McKinstry**, training manager fresh foods at **Stratford**, are such a couple. Recently married, the couple met over four years ago.

'He was the warehouse manager,' said Anita 'and when we met at a Christmas do he asked me out.'

Two weeks after their first date, Michael went on holiday to America with a friend. One morning, not long after he left, Anita received a huge bouquet from him and the surprises have not stopped.

'I once dropped a box and had a long bruise on my leg,' said Anita. 'When I went home, I found a rose on the back of my car, from Michael. It was for my leg!' On Christmas eve 1993, at Heathrow Airport, Michael dropped to his knee (in the middle of the parking area) and proposed. 'I wasn't expecting it,' said Anita, 'although we had spoken about getting married.'



## Someone else's girl

Deli assistant **Julie Park** and night shift manager **David Rowell**, both of **Durham** store, were married after a two year courtship at St Giles Church in Durham on June 17.

'A while ago I was told I had an admirer,' said Julie, 'but I had been going out with another bloke for five years. David didn't think he stood a chance, and must have liked me for about a year before we finally went out on our first date.'

The classic romantic, David armed himself with a dozen red roses and a huge box of chocolates when he took Julie on their first date to see Father of the Bride. A year later he proposed and a year after that they were married. Although they haven't been on a honeymoon

yet - 'We've just bought a house,' explained Julie, 'so there's no time.' - they are planning a trip to Majorca in September.



## A Rose changes her name

Recently married **Whitley Bay** couple, **Margaret Rose**, chief display assistant, and **Alan Duncan**, frozen food replenishment assistant, met at work when Alan dropped everything - literally! He was transporting bread crates from the back door and they toppled over. Margaret and another girl called Heather were walking past at the time. Margaret stopped to help him pick them up, but Heather kept on walking. Alan then nicknamed Margaret, Marvellous Margaret - Heather was Horrible Heather!

Alan plucked up the courage to ask Margaret out on a date, but she turned him down. His chat up line being Do you like Queen? (the band). She turned him down several times before saying yes, according to her just to shut him up!

They courted for two years before Alan proposed. One evening as she slept, she was woken by a noise outside the house. She looked outside to see Alan, with all his mates around him, down on one knee, singing the song Somebody to love by Queen (a favourite track for both of them!). After his rendition, he shouted, probably waking half the neighbourhood, 'Marry me Margaret' - well what could she say, but yes!



# WRITELINES

continued from pg.7

## WHY WE SHOULD CRY OVER SPILT MILK

**Diane Barnes, replenishment/checkouts, Coldhams Lane**

As an environmentally concerned member of staff, and a customer, I am very concerned about the introduction of plastic one pint milk containers. While I appreciate the reason for this change - the difficulty in opening the cardboard cartons - I am equally concerned about further use of a non-replenishable commodity, plastic.

As we all know, plastic is derived from oil, which is not going to last forever. I can think of two possible solutions and would be interested in your comments.

Could we not return to cardboard with a plastic spout for pouring as presently used on some fruit juice cartons? Is there any possibility of having a recycling facility in store specifically for these bottles? Presumably the lorries delivering them are returning to the depots empty so could they not take back the empties to be recycled?

I have spoken to our local council recycling officer as Cambridge currently has no facilities for recycling plastics. I understand the cost and petrol involved in transporting it to the nearest recycling factory, in Manchester, was outweighing the benefits achieved. Also, I understand there are currently no easy ways of separating different types of plastics.

If the company were to lead the way in this

area I am sure it could only enhance our image as an environmentally caring company. I look forward to hearing your comments.

**Alison Austin, environmental management, Blackfriars, replies:**

The main reasons for the change is to respond to customer requests to improve the ease of opening and introduce recloseable characteristics to all sizes of container. The poly bottles that you refer to, also provide greater protection because of the special layers of plastic that reduce light penetration which helps extend the shelf life of the products.

Tetratop is theoretically recyclable. However, widespread recycling facilities are not available in the UK for laminated containers. Indeed, the individual elements are difficult to separate. Poly bottles have the advantage of being more easily recyclable because they are mono material, although these facilities are also limited at the moment. This is expected to expand over the next two years as local authorities and private companies develop plastic recycling facilities in order to meet the government's recycling targets - 25% by the year 2000. Your local authority rightly states that the environmental and cost benefits can be outweighed by the collection costs, such as transportation.

Studies in Holland have

highlighted that the choice of packaging material has very little impact on the environment compared to the effect of misusing the product, such as not using the food and throwing it away. Between 5 and 30% of milk is wasted in the home. The energy content of the milk compared to its packaging is far greater, therefore the wasted milk represents a more significant waste of energy. Greater emphasis should be placed on reducing the unnecessary quantities of waste food we produce. This is particularly true with UHT milk, which against popular belief must be refrigerated once opened to avoid souring.

You also mention the use of empty lorries to return bottles to depots. Sainsbury's tries wherever possible to ensure that lorries are not transporting air, and they are often used to make deliveries to more than one store, or pick up goods at a local hub rather than travelling back to the depot.

There are also a number of other problems to overcome, including hygiene. The issue of dirty milk containers being transported in lorries used to carry food is a significant concern.

We rely very much on the expertise of local authorities to provide the facilities and we value their judgement as to whether recycling in that region is viable environmentally and economically. However, the infrastructure to support plastic recycling is currently underdeveloped. Sainsbury's will support any developments in this area, as far as possible.



**Diane Hardy, customer services, West Hove**

Little did my son Michael Hardy, assistant meat manager at Chichester, and his wife, Gillian Hardy, checkouts at West Hove, know that Sainsbury's would even be in on the birth of their first baby - a girl born on July 10. (The couple met at Purley Way in 1991).

As shown in the photo, in the left hand corner is a J Sainsbury shopping trolley in the delivery room of Southlands Hospital. As Michael said, 'You just can't get away from work!' But it was Gillian who did all the work that day!

## **Doreen and Samantha Watford, Wandsworth.**

I would like to say a huge thank you to everyone throughout the company, especially those at Blackfriars and Wandsworth branch, for all the kindness Samantha and I received after our tragic loss. Jack had so many friends and would have been proud of you all. Samantha and I are now picking up our lives, but will never forget all your kindness.



**Pauline Dobson, coffee shop manager, Deepdale**

I would like to thank the company for paying for my course fees for the national examination board of supervisory management, through Choices.

I have just completed and passed the course and I would not have been able to attend without the company offering to pay.

I would like to recommend this course to any management staff who would like to learn every aspect of management. The company is supporting us in improving our skills. Choices is there for us to use. So let's go for it.

## **Mrs M Hutchison, personnel manager, Farnborough**

I was surprised to receive the following letter from the daughter of a member of staff: 'Please can my mum change her hours on Friday 21st of July? Can she be home for 6 o'clock please, as I took my dancing test and I did really well, but I have a presentation on that day and I would like my mum to come and watch me get my medal.'

# NEW LINES



## On the case

New in the cake aisle are two more selections for the existing pie range. Summer Selection and Fruits of the Forest join Bramley Apple Pies and Apple & Blackcurrant Pies.



Each box consists of six pies made with shortcrust pastry and fruit fillings made from fruit pieces. Summer Selection comprises three varieties: bramley apple, apricot and raspberry and redcurrant. These sell for 83p.

Fruits of the Forest are filled with blackcurrants, redcurrants, raspberries and strawberries and sell at 85p.

Bramley Apple pies and Apple & Blackcurrant pies, selling for 72p and 83p respectively, both have new improved recipes. MOST STORES.

## Nature's finest

The name may be familiar but the Nature's Compliments range now comprises 56 brand new products. The sophisticated toiletries are formulated with natural extracts renowned for their beneficial properties in beauty care.

The range consists of skincare, bath/shower care, hair care and body care products made from either fruit, floral or marine extracts. All retail for under £2.

Choose a Starflower and Chamomile Gentle Facial Toner or an Almond and Mallow Foaming Bath Creme. Or for the more exotic, Jojoba and Monoi Conditioning Shampoo or maybe Grape Seed and Kiwi Frequent Use Shampoo.

Also available are a number of accessories such as loofahs, sponge bags and self assembly gift boxes. The range (with the exception of the soaps) is dermatologically tested and none of the products are tested on animals. MOST STORES



## Two's scrumptious, forget the crowd

Ever had friends round to dinner just so you could indulge in buying a whole gateau? The new Sainsbury's Two Portion Gateau will be welcomed by those who want something special all to themselves or to share between two. The hand finished gateaux are available in three varieties, Chocolate Orange (148g), Chocolate (156g) or Black Forest (156g). All retail at 99p.

And if all your friends do come round you can buy all three and offer the choice. Only danger is, they might begin to think you're a restaurant! MOST STORES

## Deep freeze



Five new lines have been introduced to revive interest in frozen fish, namely: Isle of Skye Scottish Salmon Fillets (300g), Scallops (227g), Jamaican Red Tilapia (250g), Greenland Halibut fillets (250g), and Scottish Smoked Salmon (150g). Rainbow Trout (500g), which used to be sold in a bag, is incorporated into the frozen line.

The fish are packaged in cartons complete with a recipe suggestion. All products are fresh when

frozen and maintain their freshness right up until they are served. Prices vary from £1.89 for Jamaican Red Tilapia and Greenland Halibut Fillets to £3.69 for Scottish Salmon Fillets. SELECTED STORES

## No pain wood stain



Always keen to encourage environmental friendliness, Homebase has launched Quick Drying Woodstain, a water based formulation which is kinder to the environment as well as drying in half the time of a standard woodstain.

It's available in two sizes (250ml and 750ml) and eight colours including cedar, rosewood, ebony, and golden pine.

Prices start from £2.99 for 250ml to £5.99 for 750ml. ALL STORES.

## By special arrangement

If your roses are round the bend, your chrysanthemums are crooked and your daffodils are all in a bunch, rearrange your floral display using Homebase Floral Foam. Available in discs or bricks, the packaged range of foam is suitable for fresh or dried flowers and retails at £1.19. They come with detailed usage instructions and are simple and easy to use. ALL STORES.



# PEOPLE

## LONG SERVICE

Employees who have completed 40 years' service:

**DON HAWKINS**, store manager, Farnborough. **GEOFF WHILLOCK**, fish counter, North Cheam. **PATRICIA NEWMAN**, meat preparation assistant, Streatham Common. **JOHN DINES**, technical engineer officer, distribution, Blackfriars. **GARY GREEN**, senior manager, non foods, Blackfriars. **ALAN YOUNG**, principal analyst programmer, managing the product, Blackfriars.

Employees who have completed 25 years' service:

**PAM ABREHART**, deputy manager contract depot, distribution stock. **WILLIAM ASH**, perishable warehouse, Basingstoke depot. **LINDA BLACKHAM**, section manager, cash office, Thetford. **MARGARET BLACKMAN**, checkout/replenishment, Harpenden. **PETER BROOKES**,

store manager, Macclesfield.

**MARGARET BROWN**, cash office clerk, Fairfield Park.

**CATHERINE BULLOCKFLINT**, fresh food replenishment assistant, High Wycombe.

**LINDA CLARKE**, chief display assistant, Poole. **PETER CULLEN**, senior deputy fresh food, Tamworth. **MIKE DAVIES**, business systems manager, customer and product, Homebase head office. **DAVID DODKIN**, non-perishable warehouse, Buntingford depot. **IRIS EDSER**, fresh food replenishment, Dorking.

**MARTIN ENNIS**, senior manager, property development group, Blackfriars.

**AUDREY FLETCHER**, design studio manager, corporate design, Blackfriars. **JOHN FLETCHER**, warehouse assistant, Cheltenham. **SUE FORD**, team leader, reception, West Hove. **DAPHNE GRIMES**, packer, Queens Road. **JOHN HAYLER**, district manager, Central and Western area office. **ROGER HANNEY**, section manager night shift, Bath. **MARTIN HOMER**, deputy manager dry goods, Sunderland. **MICHAEL KAY**, store manager, Chadwell Heath. **EDWARD KEENAN**, non perishable warehouse, Basingstoke depot. **MICHAEL LIGHTFOOT**, store manager, Denton.

**MAUREN MANNING**, general assistant, Basildon Savacentre. **JEAN MARSH**, cash office clerk, West Park Farm. **ROYSTON MAY**, senior warehouse assistant, Kempshott. **COLIN MCCrackEN**, meat manager, Weedon Road. **ALAN MOORE**, coldstore warehouse, Gloucester.

**PETER MURRAY**, stock control advisor, South West region. **LEONARD OXLEY**, store manager, Harringay. **JOHN REYNOLDS**, driver, Buntingford depot. **JEANETTE ROSE**, butcher, Pound Lane. **HUGH SHELLY**, store manager, Richmond Homebase.

**GRAHAM SHERWOOD**, store manager, Kempston. **AUDREY SMITH**, checkout/replenishment, Colchester. **BARBARA SMITH**, meat manager, Court House Green. **MARK SMITH**, senior manager, store format, Blackfriars. **COLIN SPALDING**, warehouse assistant, Queens Road. **DORIS STANLEY**, chief display assistant, South Harrow. **BRIAN SPOKES**, perishable warehouse, Basingstoke depot. **DAVID STOKES**, produce, Basingstoke depot.

**IAN SUTTON**, senior deputy services, Harringay. **BOB TINGLE**, senior manager, retail facilities, Blackfriars. **TREVOR TODD**, deputy manager fresh food, Bowthorpe. **SANDRA UNDERHILL**, sabre clerk,

Tonbridge. **JEAN VANN**, grocery replenishment, Walthamstow.

**DON WALES**, reception manager, Springfield. **VALERIE WATERMAN**, fresh food replenishment, Queens Road. **ANTHONY WHITCHER**, deputy manger fresh food, Redditch. **VALERIE WHITE**, non perishable warehouse, Basingstoke depot. **JANET WOOD**, assistant manager, customer service, Water Lane. **MARY WOOD**, meat preparation assistant, Beeston.

## RETIREMENTS

**JEAN ANGEL**, checkout/replenishment assistant, Dagenham (21yrs). **CATHERINE APPERLEY**, fresh food code control, Warren Heath (10yrs). **MICHAEL ARNOLD**, Trident warehouse clerk, Hoddesdon depot (26yrs).

**JOAN ASHCROFT**, checkout/replenishment assistant, Hull (11yrs). **JOAN BILLING**, restaurant assistant, Edgware (7yrs). **JOYCE BOWYER**, checkout/replenishment assistant, Canley Coventry (16yrs). **BERYL BROADBENT**, senior clerk, Woodhall Farm (14yrs). **EDITH BROADHURST**, canteen assistant, Basingstoke depot (28yrs). **LIL BURNHAMS**, canteen assistant, Basingstoke depot (12yrs). **LILIAN CABLE**, checkout/replenishment assistant, Dagenham (14yrs). **JEAN CHAPMAN**, senior checkout assistant, Hoddesdon (25yrs). **SADIE CHILD**, canteen assistant, Basingstoke depot (24yrs). **EDWARD CHURCHER**, BWS assistant, Badger Farm (8yrs). **SHEILA COOK**, meat replenishment assistant, Bracknell (26yrs). **EILEEN COX**, checkout/replenishment assistant, Ashford (21yrs). **DAPHNE DAWES**, senior checkout assistant, London Road, Brighton (13yrs). **PHYLLIS DEATH**, checkout/replenishment assistant, Colchester (15yrs). **PATRICIA EDMUNDS**, bakery counter assistant, Walsall (20yrs). **GORDON EDWARDS**, trolley collector, Selly Oak (4yrs). **SHIRLEY ELEY**, senior checkout assistant, Wood Green (22yrs). **GLADYS EVANS**, cleaner, Pitsea (8yrs). **BETTY FOWELL**, restaurant assistant, Woolwich (9yrs). **EILEEN FOX**, checkout/replenishment assistant, Northampton (18yrs). **JOAN FRINGS**, checkout/replenishment assistant, Ashford (27yrs). **IRENE GARDENER**, senior deli assistant, Winchmore Hill (17yrs). **MARGARET GRAY**, checkout/replenishment assistant, Chesham (23yrs).

## Mixed doubles



Sainsbury's has served up three ready-to-drink cocktails called JS Doubles for the fast growing ready-to-drink market.

The varieties are: whisky and ginger, white rum and Classic Cola, and gin and tonic.

Currently, we are the only retailer to market our own label ready-to-drink range. The drinks retail at £1.49 each for a 200ml bottle.

MOST STORES

**CHARLES STEPHEN**, senior butcher, Ashford (37yrs).

**JEAN SULLIVAN**, fresh food replenishment assistant, Kempshott (26yrs). **ERIC TENNANT**, trolley collector, Ashford (24yrs). **GEORGE TUOHY**, senior petrol station assistant, Croydon Purley Way (8yrs). **DORIS VENN**, BWS replenishment, Bitterne (13yrs). **ARTHUR WILKINSON**, warehouse operative, Basingstoke depot (8yrs). **MYRA WILLIS**, checkout/replenishment assistant, Brentwood (14yrs). **KENNETH WILLIS**, trolley collector, Watchmoor Park Camberley (3yrs). **PATRICIA WILSON**, deli counter assistant, Hornchurch (13yrs). **PAMELA WRIGHT**, fresh food code control, South Ruislip (8yrs).

## OBITUARY

Length of service appears in brackets.

**ALAN CHEESMAN**, a warehouse operative in the returns and empties department at Basingstoke depot, died after a long illness on July 21. He was 52 years old. (27yrs).

**BARBARA HORLEY**, a checkout/replenishment assistant at East Ham, died on June 23 after a short illness. She was 57. (15yrs).

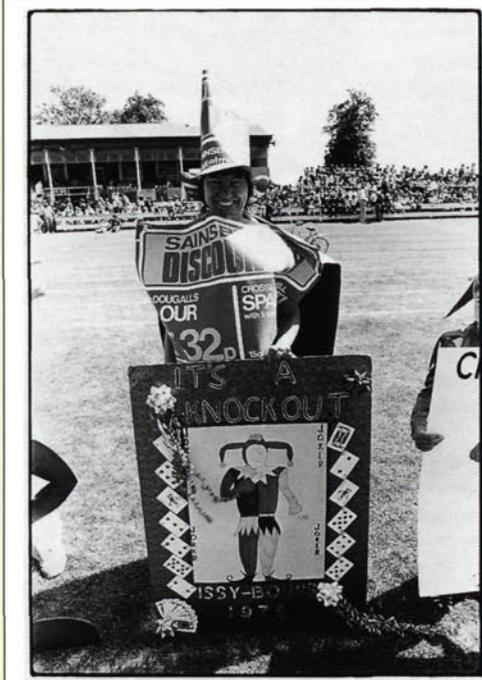
**MARY RIGLEY**, 63, a checkout/replenishment assistant at Canley, died after a short illness on June 17. (18yrs).

**PETER ROBINSON**, 56, a senior petrol station assistant at Watchmoor Park, died after a long illness on July 23. (3yrs).

## MESSAGES

**HAPPY 100TH BIRTHDAY TO MARGARET HADEN** from **STEVE NUTE**, **LEATHERHEAD** store manager. Margaret has been shopping at Leatherhead since it opened and has been loyal to JS for half a century. Margaret's grandson, **CHRISTOPHER JONES**, and his wife both work at **POOLE JS**.

**A REMINDER:** The retirements and long service sections are compiled from information received centrally. You should notify the *JS Journal* direct if you would like us to feature a wedding (both partners must work for JS), an obituary or messages of congratulations. Congratulations can be for a fellow member of staff who has passed an exam, had a baby, or for any major personal achievement. Our contact details are on page 2.



Jean Jeapes deals a giant joker at Dulwich, 1978.

## ALL THE FUN OF THE FAMILY

*Spring of 1978 saw a mammoth operation to prepare for the first national Sainsbury's Family Day on June 18.*



The Summer Fete organised by South Eastern area and the SSA at Brighton, July 1973 coincided with the public flotation of the company. Six year old Mark Waite was awarded second prize in the fancy dress competition for his 'JS share'.



A puzzler at the first Dulwich family day, June 1978.

Below: Fun day at Brighton 1976.



The event was to be organised as an alternative to the popular fetes and fun days that had been held for Sainsbury's staff and their families in Brighton and at the company's Dulwich sports ground. The first JS Gala Day was held at the newly acquired Dulwich sports ground on Whit Monday, 1923. It featured side shows and a cricket match though facilities were somewhat limited: visitors had to bring their own sandwiches.

Family fetes were held at the Dulwich grounds until 1963, though it continued to host smaller scale family and sporting events. Gala Days at Brighton had also been extremely successful - the final event in 1976 had attracted 7,000 visitors. But the Sainsbury's Family Day, organised by the SSA, was to cap it all. Both the Griffin Club sports ground at Dulwich and the adjacent Herne Hill stadium were used. Ten thousand visitors were expected but 12,000 turned up on the day. The main events were a Superstars competition and an It's a Knockout tournament in the style of the Stewart Hall-hosted TV show. That was a great crowd puller, with a proliferation of flour, water and wheelbarrows, and a highly entertaining waterchute marathon. Children enjoyed donkey rides, painting and egg and spoon races in the perfect summer weather. One exhausted athlete suggested that next year the Herne Hill track should be renamed Hernia Hill!

The following year over 13,000 JS staff and their families attended, and there were 150 football teams for the five-a-side contest, and about 40 teams for the netball competition. By 1981, the SSA Family Day was attracting nearly 20,000 visitors, and the football competition hosted over 200 teams. It was one of the hottest days of the year and the refreshments soon ran out.

David Dahms, Savacentre quality and retail cost manager, who has just retired from the Group after 37 years' service, remembers more than most the

dramas, disasters and triumphs of Family Day. He played a key role in its foundation, organising the very first South Eastern area events at Brighton from 1974-1976, and subsequently no fewer than 14 national family days at Dulwich, Ardingley and Brands Hatch. 'The unique value of Family Day, he says, 'was the way in which it brought staff from all over the country together. There were some hairy times - like the night we spent holding up the marquees in the midst of a terrible storm - but we always got it right on the day.'



The head office team at the 1979 Dulwich family day.

The last Family Day was held at Dulwich in 1988. By this time, the expansion of the company's trading area meant that it was not appropriate to hold a company-wide event in London. By 1990, the decision was made to close the Dulwich sports ground. Funds instead were allocated to the retail division, area offices and the distribution division to ensure that staff and their families could continue to enjoy the happy traditions established by the original Gala days.

### NEXT MONTH

- Virtual shopping
- We invite you to vote for best product
- Poster guide to directors

# WRITELINES

## HALF BAKED IDEAS

**June Wilson, meat replenishment assistant, Oldham**

My colleagues and I are taking this opportunity to bring to your attention a recent change in the provision of fresh bread that is causing a significant loss of custom.

Since the introduction of the part-baked product line, and closure of the in-store baking facility, there has been a marked rise in customer complaints about our bread products which is echoed by our own experience as consumers of Sainsbury bread. The main issue is a difference in freshness at the time of purchase - less fresh with the part-bake - and also the fact that it becomes stale more quickly.

Not only has the product deteriorated, but the loss of operation of the bakery has removed the aroma of freshly baked bread from the store. We believe that this is not only extremely pleasant, but also contributes subtly to the ambience of the store, making the shopping experience that much better in Sainsbury's. Our customers have remarked to us about the change whilst making positive comments about the bakery operations of our local supermarket competitors.

**Graham Naylor, regional director, Northern area, replies:**

Many thanks for your letter. As you have rightly pointed out, the introduction of pre-formed bread at Oldham has not gone without its problems. Only last week, representatives from Coolcare (supplying bakery) head office and area representatives were in-store to review production methods, staff training and customer reaction. This action has been taken to ensure that we provide our customers with excellent products in keeping with the JS traditions of quality.

Having spoken to Mr Chason, branch manager, he confirms that the quality of product received from the manufacturing plant has improved considerably and we are confident that given the efforts being made in-store, the high quality that can be produced from this range will be available to customers at Oldham. It is always important that we listen to our customers and as such we have

been issuing products free of charge to the general public and staff to sample, for feedback on the products in question. Early indications reveal a much improved level of satisfaction.

Thank you for taking the trouble to bring this matter to my attention. You can be assured that this issue had already been raised and action was being taken. The benefits of developing a range like pre-formed bread are immense, but only if this can be achieved while maintaining customer satisfaction.

## ABLE LABELS

**Fran Skinner, secretary, Coldhams Lane**

Whilst understanding all the reasons behind the marketing strategy, and supporting any moves that drive the business forward and encourage custom, I do think that the Here to Help slogan could have been incorporated into our name badges.

Also, the small plastic Ingredients for Success cards could be put to more advantageous use as a staff identity card to include staff discount and the slogan.

If we have got to be covered in badges let's make them useful, especially if we have also to wear STAR badges and Helping Hands, which are a lovely design but leave one feeling as if we are wearing medals!

**Trefor Hales, director retail operations, replies:**

I agree with your suggestion of incorporating the Here to Help slogan on staff name badges and we have been working on this idea. The large circular badges you have been wearing have been very helpful in bringing our new marketing strategy to everyone's attention. However, by the autumn, we should be able to introduce new name badges which will incorporate the Here to Help message. Regrettably, this may necessitate the re-entering of all name badge information at each store which will take time, but we are looking to reduce the work involved.

The new name badges will be in the company's colours and I hope you'll agree they look better.

We have also been looking into the use of plastic cards for a variety of purposes such as the ones you mention, and staff discount cards are shortly to be introduced. However, the Seven Service Essentials cards were introduced to get a consistent customer service message

**Sandra Hunt, customer, Hornchurch:**

I am a full-time student at the Havering College of Further and Higher Education. In September 1994 I started along with eleven other mature students, the first year of a two year BTEC Modular Foundation Course, which has introduced us to different techniques of study and craft skills.

One of the modules was called A Sense of Place. Over the years, along with many other people, I have spent many hours shopping in Sainsbury's. We've been transformed! Hence the model.

The structure of The Sainsbury Lady is made of wood and chicken wire held together using bits of wire and staples. Strips of newspaper soaked in wallpaper paste were placed over the chicken wire to make a base for the final covering, which consisted of recipe cards and leaflets which were



torn up and stuck on the model to make the coat, shoes and stockings. The blonde hair was a yellow polystyrene tray and the scarf was knitted using about six Sainsbury's shopping bags cut into continuous strips. The features of the face consist of till receipts over moulded Plasticine. The tile-effect base was covered with coupons and the mosaic pattern was from the fish recipe leaflets. The shopping bags were cut down to model size and the contents are Sainsbury's own products including the French stick which had to be scaled down to size by removing the soft bread from inside.

I thoroughly enjoyed making the model, it kept the other students and my family highly amused. It certainly is a conversation piece.

across to a large number of people and were designed to act as a memory jogger. We could not incorporate features along the lines you suggest in the time available. For the future, I can assure you that comments such as yours are being considered.

## MILLENIUM MAYHEM?

**Nigel Collins, replenishment assistant, East Prescot Road**

Will our computer system be able to cope with the change of century, ie 1999 to 2000?

Apparently, many computers, instead of going to 2000 could go to 1900. This has something to do with many computers using only two digits for the year, ie 95 for 1995, so computers would go to year 00.

**Chris Montagnon, departmental director, ISD, replies:**

You are right. The year 2000 will be a major problem for all computer systems. Most of the difficulties arise because in the use of 'date routines' arithmetic is performed on the last two digits of the year. A group has been formed within ISD to co-ordinate a review of every program and system to identify where the date is used and to make the necessary changes. We have to examine not only software developed by ourselves, but also that specialist software we use to run the computers. We are starting now and know we have to finish by December 31 1999!

**Mrs D Sinstadt, customer, Plymouth Marsh Mills:**

Last week I needed to buy a quantity of dairy-free foods because my grandson, who has a total allergy to all dairy substances, was coming to visit me.

My daughter sent me a list of foods she buys for him in Essex. As the task seemed a bit daunting, I asked for help from the customer services department.

My purpose in writing is to commend them to you and ask that you thank the staff on my behalf.

In particular, I would mention **Sue Sullivan**, who could not have been more pleasant nor more helpful. She turned a dreaded shopping task into a pleasure.

You are lucky to have staff of her calibre.

**Mrs FE Woodard, customer, Harlow**

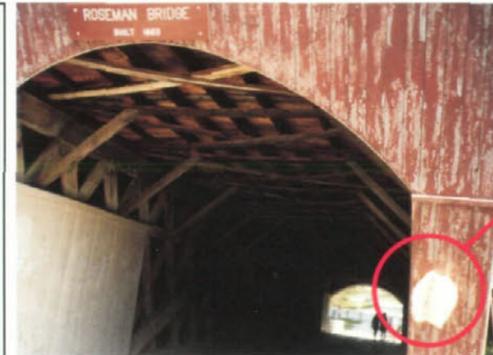
Yesterday morning as I parked my car prior to shopping, a very observant shopper told me I had a flat tyre. So I shopped, then drove into your petrol garage, where I received the greatest of help, thanks to your staff.

A young man employed there (I found out his name was **David Ricketts**) gave me super attention, changed the wheel and so sent me on my way 100% safe!

Thank you for such service.

**Estelle Gee, customer, Haverhill**

I was a dedicated Tesco shopper. Over the past six months I began to notice rather large price increases. My father and I decided to give Sainsbury's a try. Nice shop, lower prices, better selection and extremely helpful staff. Congratulations!



**Eileen Beweley, personnel manager, Durham/Whitley Bay**

In Chateau D'Oex in Switzerland they are currently building a new Co-op. The temporary building is this tent structure. If you look closely you can see water spraying over it to keep it cool. It was 30 degrees in the shade while I was there. Perhaps this is the way forward for future JS refits.

## TOO SHORT A LIFE?

**Darren Sinclair, fresh foods manager, Nantwich**

On recent visits to our competitors, including M&S, I have noticed that the life on their fresh foods is longer than ours. This in itself is not a good enough reason to review the life of products but maybe we are being over-harsh with our life coding.

I understand that our company prides itself on its good reputation and the quality of its products and I would never want to compromise that in any way.

In a recent change to the company's service deli ready meals, the life has been reviewed and extended by two days. This has had a brilliant effect on our ability

to offer the customer a fuller range throughout the week without the losses we used to incur.

On produce, for example, we have to bring melons into the store over a week before an instore demonstration so that they will be ripe enough for customers to taste. Yet, if they were out on display, they would be out of code.

I know that a great deal of work goes into producing life for products through buyers, suppliers and food technologists, yet I still feel with the examples I have given, that we could perhaps look at certain products without affecting any of its quality and freshness.

**Geoff Spriegel, departmental director, scientific services**

The shelf life of perishable foods assigned by Sainsbury's is an expert judgement which considers microbiological safety, product quality, the commercial realities of distributing and selling the product and the way the product will be stored and used by the customer. Product safety and quality is obviously of paramount importance and even seemingly minor extensions to shelf life must be thoroughly researched before implementation. The shelf life assigned to all products is under constant review and the scientific services division are employing the latest computer techniques to determine where shelf lives can be safely increased. We have been able to increase shelf lives on some lines and will do so again if we are satisfied that this can be achieved safely.

With melons, it is notoriously difficult to determine the maturity level purely on external appearance and, unlike other fruits like nectarines and avocados, they do not ripen further after harvest, ie the sugar levels will not improve and the fruit will only become softer. With reference to the latter, I acknowledge some customers may like the fruit a little less crisp.

Your reference to product being out of code can be valid, but in the majority of shelf life tests carried out the current shelf life appears correct to maintain good internal quality, always remembering that the customer also requires an adequate shelf life. We are continually reviewing the position on shelf life with our buyers and also reviewing new varieties which will ensure more consistent sugar levels for our customers.

continued on pg.21

OPENINGS



HYPERMARKET

SYDENHAM

**Opening date:** August 15, 1995  
**Address:** Perry Hill, Bell Green, Sydenham, London  
**Opened by:** Savacentre chairman David Quarmby  
**Store director:** Jon Hartland  
**Project manager:** Chris Isherwood  
**Staff:** 1,077 (800 new jobs)  
**Sales area:** 85,000 sq ft  
**Car park:** 1,000 spaces

Huge queues of eager customers heralded the opening of the company's eleventh hypermarket. Dinosaurs, Thunderbirds characters, the Flintstones, Spiderman, a Savacentre-sponsored children's steel band and a jazz band all raised the tempo for customers waiting in the bright summer morning. As the first customers surged through, the first 300 picking up their free bouquets, the 45 checkouts stood ready.

David Quarmby took a breather outside the store from the frantic activity, and the *Journal* asked him about the opening: 'The Savacentre style suits this razzmatazz. Today is the culmination of such a lot of work-it really is something to celebrate. The staff and development team deserve it and the customers clearly love it!'

The striking design of the new store houses a host of innovations for Savacentre including fresh doughnuts, enlarged cookshop and improved clothing sections. Proof that this, like all Savacentres, is much more than just a food store, is the inclusion of a chemist, Post Office, travel agent, dry cleaners and many more concessions.

The roof will soon be emblazoned with the store name for the benefit of Heathrow-bound jets.

SYDENHAM

Savacentre chairman David Quarmby cut the ribbon at the entrance to the new Savacentre at 9.15 with a hearty welcome of which the town crier by his side would have been proud!



Store director Jon Hartland (top) with Spiderman and friends.



OPENINGS



HOME BASE

WOLVERHAMPTON

**Opening date:** July 21, 1995  
**Address:** St John's Place Retail Park, Wolverhampton, West Midlands  
**Opened by:** Homebase chairman Dino Adriano  
**Store manager:** Jim Carroll  
**Project manager:** Neil Hotston  
**Staff:** 60 (28 new jobs)  
**Sales area:** 42,950 sq ft  
**Car park:** 400 spaces

WOLVERHAMPTON

The spanking new Homebase in Wolverhampton is a far cry from the ten-year-old Walsall store seven miles up the road that it replaces, and trade press have even been seen lurking around with their cameras. Sculptures and friezes incorporated into the store commemorate the motor manufacturing that dominated the local industrial landscape. In the 1920s and 30s, Wolverhampton-based companies made more cars than Birmingham. Many of the names are lost in the mists of motoring history - Clyno, Frisky Motors and Star Motor Company, but old Sunbeams can still be seen on the roads today. And Steven Field's representations of the bonnet badges will ensure that the names are never totally forgotten.



Far left: Gloria Robinson's aunt was visiting from Trinidad when they heard of the Savacentre opening. Not only were they impressed with the shop but they remarked to the *Journal* how good were the steel band. The band from local Haseltine School is sponsored by the store.





# CHECK THIS OUT

District manager Mike Goodman's Penny Back presentation on July 1 was no ordinary JS donation.

Almost £15,000 was raised by the district's fundraising activities and Penny Back donations for the John Penfold Memorial Fund. John was stabbed to death attempting to stop a thief at the London Woolworth's where he worked. His father Mick Penfold is deputy store manager at Hampton store and his mother Madeleine works at Kingston JS.

The money is going towards an extension to the Methodist church to which John belonged. With other corporate donations and several thousand pounds from *The Sun* newspaper, the Fund has reached over £50,000 and the extension is on course to open next year. Mick Penfold told



John Penfold

the *Journal*, 'This will be a memorial to John if at a great cost. It is amazing how we collected so much. I would like to thank all my friends and colleagues, especially Mike Goodman, for all their support.' Ian Kay was jailed for life last month for John's murder. Kay, described by the judge as a psychopath, was on leave from prison when he attacked.

## In memory of a son



Left to right at the cheque presentation are Karen, Madeleine and Michael Penfold with Reverend Robert Jones and Mike Goodman.

## Whitley Bay goes radio ga ga

Debbie and Darren as Minnie and Mickey.



Whigfield's song Saturday Night will never be the same for staff at Whitley Bay after store manager Alan Gilbert gave his own rendition of the song live during the Metro Radio Roadshow.

The store hosted the roadshow during the two week customer initiative celebrations in June. Local DJ Lee Feinann presented the show and gave away prizes to listeners and customers.

An in-store competition was held for customers to nominate the most friendly and helpful member of staff. Customer services manager Alan Gray was nominated and won a helicopter trip courtesy of Metro Radio. Supermarket assistants Darren McDonald and Debbie Arkley dressed up as Mickey and Minnie Mouse for the roadshow and presented children with balloons and lollipops.

### STORE'S PARTY

Harpenden is celebrating its 25th Birthday on August 25 with a dinner and dance on October 7 at a local hotel. If anyone is interested in coming along, could they please contact the personnel department by OASIS or telephone 01582 763558.

## Rub a dub dub

Newbury JS took part in the annual Newbury Craft Race along the River Kennet and this year trounced arch rival Tesco's.

The team of 12 took to the water in their homemade craft - a few empty oil drums and plastic tubing - to complete the eight mile, nine lock race along the canal. During the land dash around the first lock, Newbury overtook Tesco's and maintained their lead to finish 8th in a field of 42. 'Our best

yet,' said a team member. Although the crew managed to keep the boat afloat for the duration of the race, once over the finishing line it promptly capsized. Said branch manager and crew member Dave Elliott, 'The boat did a sterling job, but also gave us sore arms and legs for days afterwards.' Over £4,000 was raised by the race for The Rotary Club.



## Tickled to eat you

The opening of East Prescot Road's new Shopper's Restaurant was a tattifalorous event when local celebrity Ken Dodd brought along his tickling stick. Ken, who joked with customers and staff on July 31, donated his appearance fee to a local cancer charity.

## The main attraction

They're a wild bunch at Whitechapel. Customers were bowled over when they first caught sight of the Indiana Gold promotion during July. Parked right in the middle of the foyer was a 1976 Harley Davidson Sportster motorbike surrounded by cans and bottles of Indiana Gold.

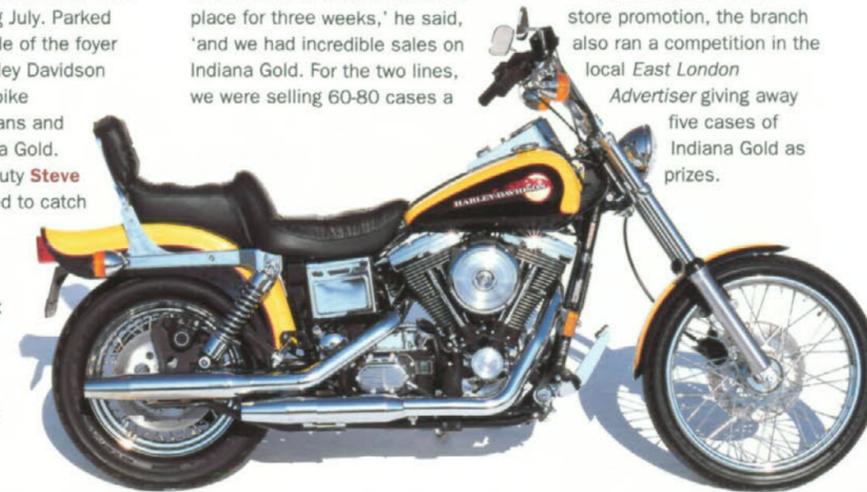
Services deputy Steve Meechan decided to catch his customers' attention by creating an All-American theme: stars and stripes, beer and that bike.

He found the bike by looking through Loot,

London's free-ad paper. He called a few people advertising bikes for sale and asked if they would loan their bike to the store. 'It was in place for three weeks,' he said, 'and we had incredible sales on Indiana Gold. For the two lines, we were selling 60-80 cases a

week compared to neighbouring stores' figures of between five and fifteen cases.'

In addition to the in-store promotion, the branch also ran a competition in the local *East London Advertiser* giving away five cases of Indiana Gold as prizes.



## Netball challenge

Stand back new World Champions Australia - here come the Alton netball team!

Runners-up in the 4th division of the Basingstoke netball league, the Alton team have only been playing a year and began 'just for a laugh'.

Ten staff members train together once a week in a near-by park and play a league game once a week as well. The team has now been promoted to the third division for the new season.

If any other branches have netball teams and wish to challenge Alton, please contact captain, Siobhan Woodcock at Water Lane on 01252 718061.

## Ice cream is good for children

American Independence Day and National Ice Cream Week kept three stores very busy promoting products and entertaining customers. At Arnold, customers could buy Indulgence ice cream cones for 50p.

Sylvia Lowe in grocery made the costumes and the decorations for the ice cream stall. £113.68 raised by the venture will be donated to Children in Need.

Staff from Newhaven's Oasis Coffee Shop celebrated the Fourth of July by dressing up in all-American dress. Dawn Featherstone served customers while dressed as Scarlett O'Hara, and colleagues Catherine Murphy, Maureen Pateman and Valerie Waters arrived in jeans and cowboy boots.

At Pepperhill, Shirley Tiller, petrol station assistant, dressed as Uncle Sam in an effort to draw attention to a variety of products including pop corn and Indiana Gold. Children visiting the store were given an American flag souvenir.



Pure Indulgence at Arnold.

## He's been to the palace to see the Queen



Len and his wife Jessie at Buckingham Palace.

Len Rudman, customer service assistant at Kidlington, enjoyed a right royal occasion recently when he was invited to the Queen's Garden party on July 18 in appreciation for almost 60 years of association with the Royal British Legion, culminating in the chairmanship of the Legion's Woodstock branch. But staff at the branch believe that, if Len's popularity with customers is anything to go by, the Queen must have decided that his company was just too enjoyable to miss. Len, aged 82, has worked at the Kidlington branch since it opened in 1991 and is described by his colleagues as 'the original English gentleman'. 'I'm not', he says modestly, 'one to sit around. I really enjoy the people - customers and staff.'