

Sainsbury's

# Journal

The best for colleague news + views



**That's fare enough**

**Colleagues do their bit for our Million Meal Appeal P21**

**Win!**  
A coffee machine

**"There's no stopping now...!"**

**A Paralympics message from Lord Coe P26**

**IT'S A LOVE THING**

**How you've been cheering on our progress P10**

# HAPPY DAYS

**COLLEAGUES SHARE THE MOMENTS THAT MAKE IT FEEL LIKE CHRISTMAS P13**



# Hello

## It's beginning to feel a lot like Christmas!

We're getting set for our busiest time of the year, and I know you'll all be geared up to make this a fantastic Christmas. This year, our advertising campaign aims to show our customers that Christmas is about the whole season rather than just the big day - and our special feature in this *Journal* (P13-20) highlights some of those occasions - and how our great products and services can help.

Our 'Year Like No Other' is drawing to a close, although I'm sure none of us want it to end! Read more about how we're helping keep the Paralympics spirit alive all the way to Rio on P26-27.

As we celebrate a fantastic year, thank you for all you've done to make this a really successful one for our business - and in the spirit of 'We are Cheering On Our Progress', I'm pleased that we've now made over 100,000 awards since we launched our Love Cards. Read more about that, and see some of the successes we've all achieved together on P10-11, and remember, if you do have money on your card don't forget it's there and make sure you spend it!

Finally, I really appreciate all the hard work you will all put in over the coming weeks, and I hope that you have a happy festive season with your families.

*Joorn*

# 5 things about this issue



Guest editor: **Nilay Mutluata**,  
Enfield

This Christmas, I really enjoyed an early look at our Christmas *Journal*. It's a privilege to introduce this very festive issue.

**1** The product feature on page 8 highlights our fabulous new range of Freefrom products, and just some of the great food and gifts we have to offer this Christmas.

**2** I'm delighted to see on page 10 that over 100,000 Love Awards have been given to colleagues, encouraging everyone to cheer on our progress.

**3** I loved reading about our colleagues' personal Christmas Days on page 13, seeing more quality food and gifts AND stylish items from our Tu range. We can all look good this season!

**4** The legacy from the London 2012 Paralympic Games has not only brought colleagues together but has instilled pride within us all. See more on page 26.

**5** Connor Crespin looks like he had a lot of fun when he spent the day on the set of a 'Christmas Days' advert. Turn to page 36 to see how he got on.

13



26



## Contributors

IN LINE WITH OUR 'CHRISTMAS DAYS' SPECIAL SECTION, WE'VE ASKED OUR CONTRIBUTORS "WHEN DOES IT START FEELING LIKE CHRISTMAS FOR YOU?"



**CONNOR CRESPIN**,  
STRATTON

"It feels like Christmas when the Coca-Cola adverts start on the telly!"

● SEE CONNOR ON THE SET OF ONE OF OUR LATEST TV ADVERTS ON THE BACK PAGE.



**ALAN GOWANS**,  
REGION 42

"Definitely Christmas Eve, when I start looking for my wife's present!"

● SEE HOW ALAN IS LIVING OUR VALUES ON PAGE 10.



**CATH SCHRODER**,  
CHINGFORD

"It feels like Christmas when the Christmas lights get turned on in Regent Street!"

● SEE CATH IN OUR CHRISTMAS SECTION FROM PAGE 13

# Your JOURNAL needs you

Send us your story ideas and comments - we'll do our very best to include them. There are a number of ways you can do this:

## Highlights...

We love Christmas - and we particularly love the great products and ideas that you can find on p8-9



Win!  
10 X  
Tassimo  
coffee  
machines!  
P30-31

**LIGHTS, CAMERA, ACTION!**  
Connor Crespin from Stratton finds out how our Christmas adverts were filmed. P36

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- 05 Our 20x20 update**  
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We are Cheering On Our Progress with some Love Cards.



- 13 A countdown of our 'Christmas Days'**  
In line with our new TV advertising campaign, we ask colleagues about their favourite 'Christmas Days'.
- 26 Our Paralympics legacy**  
A look at our legacy for the Paralympics and a Q&A with Lord Coe himself!

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We look at the success of our Million Meal Appeal and the difference it has made.
- 30 Take a Break**  
Puzzles, prizes and find out who won a camera through our photography competition.
- 32 Letters**  
Read your stories that have come into the *Journal* mailbox.

## On the cover



**KERRY AND GARY VICCARS** get in the party mood.

As our Christmas advertising campaign hits the nation's TV screens, our colleagues tell us about their own special 'Christmas Days'. See page 13



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44 Communications,  
Somerset House, Clarendon Place,  
Royal Leamington Spa, CV32 5QN.

# News roundup

A look at what we've been up to recently, what's new and what's coming down the line soon...

Have you got news for us?

Please send your thoughts and views to: [thejournal@44communications.co.uk](mailto:thejournal@44communications.co.uk)



**OPENING FOR BUSINESS:**  
An artist's impression of King's Lynn Hardwick, our new 72,000 sq ft store.

## King-size store's a green marvel

Green is the colour in the rolling countryside of Norfolk, as we've just opened our new super environmentally-friendly store, King's Lynn Hardwick. The 72,000 sq ft building at the

town's Hardwick roundabout cuts its heating costs with solar panels and specially insulated walls, and uses a natural refrigeration system that relies on CO<sub>2</sub> to run chillers and freezers. Elsewhere, rainwater harvesting

and other water-saving measures will halve mains water usage. The team also aims to cut the amount of construction waste going to landfill by a massive 95%. The new store has created 400

full-time and part-time jobs, and helped fund a new link road that will open the way for the nearby Hardwick Industrial Estate to expand. Keep your eye out for a longer report on the store in the next edition.



**MAKING THE POINT:**  
Victoria Frimpong helps a customer with a Nectar transaction at Greenwich.

## Nectar's on the move this Christmas

Don't forget to tell our customers - Nectar points can be spent at ANY store this Christmas!

Customers told us that they don't just want to spend Nectar points in a store they've visited in the last year.

"We understand that, particularly at Christmas time, customers may want to shop in a different store and still make use of their Nectar points," explained Lisa Preece, Holborn store support centre. "You can use the Home Store Workaround process to help them do this.

"Thanks to the fantastic work of our colleagues - both in communicating and operating the Home Store Workaround last Christmas - customer complaints

about this issue were also dramatically reduced, year on year."

So what do you need to do? Simply save the customers transaction, and ask them to take their receipt to the customer service desk, where a colleague will phone Nectar and deduct their points so the customer can pay the correct amount for their goods.

*The busiest period for spending Nectar points instore is likely to be Sunday 16th December through until Monday 24th December.*

Did you know?

LAST YEAR, WE WELCOMED A TOTAL OF 24.5 MILLION CUSTOMERS INTO OUR

**YOUR FAVOURITE CHRISTMAS MUSIC,**  
as voted on  
[mysainsburys.co.uk](http://mysainsburys.co.uk)

**DRIVING HOME FOR CHRISTMAS**  
Chris Rea

**FAIRYTALE OF NEW YORK**

The Pogues  
(featuring Kirsty MacColl)

**I WISH IT COULD BE CHRISTMAS EVERYDAY**  
Wizzard



**TRUSTED RETAILER:**  
An update on our 20x20 commitments is available from 21st November.

# Sustaining our promise

## People power is at the heart of our 20x20 update

To be a trusted retailer, it's important we take big steps to lead the way, by doing the right thing.

A year ago we set out 20 goals, 20x20 which challenged us to do even more for our colleagues, our communities, the environment and the farmers and suppliers we work with. Now it's time to celebrate our progress so far and continue the hard work to make sure we achieve all 20 by 2020!

They include doubling the amount of

British food we sell, part of our commitment to source food responsibly. Another is that we'll keep reducing salt, saturated fat and sugar in our own brand products - one of the ways we can be best for food and health.

One year on we've also created a report to capture how we're doing and set out what else we have to achieve! It's available online now at [www.j-sainsbury.co.uk/responsibility](http://www.j-sainsbury.co.uk/responsibility) - or look out for more information in the next issue of the *Journal*.

# Tom has a cutting edge

Lord Sugar may have discovered him, but we're helping to make his ideas a huge success!

Tom Pellereau won BBC TV's *The Apprentice* in 2011 before launching the best-selling Stylfile exclusively through our stores.

His latest product, the S-Clipper, is now also available instore this month.

The S-Clipper has been designed to incorporate the strength and safety of traditional nail clippers with the smooth and controlled action of nail scissors.

"I'm very excited to have extended the Stylfile range and launched the S-Clipper," said Tom. "So many people have mentioned the problems they have with conventional nail clippers - I'm so happy with how this product has turned out.

"Above all, I wanted to provide a product that gives maximum control, something I found the standard nail clipper just doesn't do."

The S-Clipper is instore from 28th November for £8.99.



Controlled like scissors  
Strong like clippers  
Long-lasting surgical steel

# Sweet offerings light up stores' Diwali displays

Thousands of our colleagues celebrated the Diwali festival in November and we're proud to say that this year we played our part.

Giving sweets as gifts during the festival is an important tradition, so we set up special sweet counters in five stores in Ilford, Whitechapel, Hayes, Alperton and Ladbrooke Grove.

Sales of the Indian sweets, co-branded with manufacturer Royal, far exceeded expectations in the run-up to the festival, with £1,000 worth sold per day.

"We understand that we have diverse colleagues and customers,

and really want to celebrate their festivals with them," said Rich Squire, Holborn store support centre.

"We have spent time listening to our customers and colleagues, and are really excited about the changes in our ethnic offer. This is part of our journey to provide credible ranges for an important part of our customer profile."

*We set up special sweet counters in five stores.*



**SWEET SENSATION:**  
The Diwali display at Ilford which helped to generate extra sales of £1,000 per day.

STORES THROUGHOUT THE UK IN THE SEVEN DAYS LEADING UP TO AND INCLUDING CHRISTMAS EVE.

# News roundup

A look at what we've been up to recently, what's new and what's coming down the line soon...

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## You can win a year's free car insurance

We've got it covered! A campaign exclusively for colleagues means that you could be in with a chance of winning free car insurance for a year.

The campaign will run from November 2012 until the end of February 2013. Every colleague who has purchased car insurance between now and then will be entered into a draw to win\*. Colleagues will pay for their car insurance as normal, but the winner will

## Sainsbury's Bank

be reimbursed the cost by Sainsbury's Bank.

Take out a Sainsbury's car insurance policy today and you'll also get a special introductory offer of one year's free breakdown cover through Sainsbury's Breakdown Service\*\*. This applies to the vehicle covered under the policy

purchased. The offer has been extended until 9th January 2013.

All colleagues can also slash 15% off their car insurance with a colleague-only promotion.

Simply phone the dedicated colleague number **0800 096 1835** and quote the colleague code **STAFF1** to get the money off your premium.



### Conditions:

\*The value of the premium will be limited to £1,000 and the policy must have been in force for one month. The winner will be notified by April 2013.

\*\*Sainsbury's Breakdown Service is provided by Green Flag and underwritten by U K Insurance Limited.



**GROWING THE BUSINESS:** Harvesting some of our 'Best of British' produce by hand.

## Core belief in British apples and pears

Did you know we're the biggest supplier of British apples and pears in the UK?

And now is the perfect time to sample delicious home-grown varieties such as our Taste the Difference Kanzi apple - scarlet red in colour with a sweet and tart aftertaste - or our juicy, smooth Conference pears.

We want our customers to enjoy the huge range of British-grown apples and pears while they're in season now, right through to March.

"We're selling 'Best of British' bags that feature 53 different varieties of apple," said Victoria Celaschi, Holborn store support centre.

"So next time a customer asks for a specific type of apple or pear, remember that you can tell what is in the bag from the small print on the packaging.

"We're massive supporters of our British suppliers and want colleagues and customers to get behind the British season, too."

Our 'Best of British' bags feature 53 different varieties of apples!

## Tell our customers about Brand Match

Did you know it's been a whole year since we launched our Brand Match scheme?

We've printed over 250 million Brand Match coupons to date; a fantastic effort that wouldn't have been possible without our store colleagues acting as ambassadors for the scheme.

But there's still work to be done and we know our colleagues are the biggest ambassadors we have for Brand Match.

With Christmas just around the corner, we really want our customers to appreciate that Brand Match can help them to Live Well For Less than they think at Sainsbury's.

And to help in our mission, we've launched a new website allowing customers and colleagues to check their Brand Match calculations and to answer any questions!

"There are still customers who don't know about Brand Match," said Lisa Preece, Holborn store support centre. "So, whenever you hand over a coupon, don't forget to tell customers how much they've saved, how competitive we are or how much they'll get off their next shop with us."

Visit the Connect Brand Match page for more information.



**LIVE WELL FOR LESS:** Customers get the value message at Osmaston Park.

## Did you know?

WE HAVE CREATED 20,000 NEW SEASONAL JOBS THIS YEAR. WHAT'S MORE, AS TO CREATE 50,000 NEW JOBS BY 2020. 2,000 OF THESE ROLES WILL BE MADE

£2m

worth of batteries will be sold before Christmas. Batteries included!

250,000

pairs of slippers will be sold in preparation for a snug Christmas Eve.

760,000

poinssetia plants will be sold in just five weeks!

A quick word with...

Richard Newman

The Seasonal Events Manager on all things Christmas...

What are this year's Christmas highlights?

We've got some fantastic products, including many from the by Sainsbury's range. We have some great promotions planned too and some exciting marketing plans using Live Well For Less and Brand Match.

All stores are getting new Christmas decorations this year to help create a real Christmas look and feel instore. We worked really hard on the feedback from stores about the areas we needed to improve on from last year and recently shared these with the store managers, so we are confident we're set for our best ever Christmas.

What are you particularly excited about?

Our food ordering service this year, with its increased product range. We've extended the customer ordering period by three days to 15th December. For the first time, customers will also be able to collect their orders from us on the morning of Christmas Eve. With more stores than ever taking part, it's even easier to get hold of that special Christmas Day dessert or even the after-dinner cheese board.

When does it begin to look like Christmas for you?

I'm very lucky as it always feels like Christmas to me! Throughout the year, I go to meetings, review products and plan for Christmas. However, the excitement always increases once the store teams start their Christmas planning in September and October. By 1st January (my birthday), I'm usually found lying on a sofa recovering before dusting myself down and starting work on next Christmas!



ELLIE'S ROOM

Chris Powell and Steven Wallis with Ellie Simmonds outside Ellie's room at Ansty Park.

# It's Ellie-mentary!

## Ansty Park move supports General Merchandise goal

We've made some big moves towards achieving our Vision. In fact, we've just moved a whole mile in Coventry!

Our 550 GM and Clothing Commercial colleagues are now settled in after relocating from Walsgrave to nearby Ansty Park, on the outskirts of Coventry.

The two new buildings at Ansty Park - called Cedar and Beech - provide office space, meeting rooms, clothing fitting rooms, presentation suites, training rooms, a learning centre, a café fresh style restaurant and a GM mock shop. A permanent Product Development Centre and multi-storey car park are also in the pipeline.

"Over the past five years, General Merchandise has become an important part

of our customer offer," said Roger Burnley. "The move to Ansty Park demonstrates the commitment to our future growth, with our ambition to double our General Merchandise sales by 2020."

The building will also reflect our Paralympic legacy, with meeting rooms named after Ellie Simmonds, David Weir and Jonnie Peacock, following a colleague competition.

Ellie attended the official opening in September. She was shown around before cutting the ribbon on the new offices.

"It was great to open Sainsbury's new Coventry offices and meet some of the colleagues who supported me through the Games," she said.

## Career ladder

Mid City Place Local played host recently when Justin popped in to meet potential new candidates and highlight our support for the *Evening Standard's* 'Ladder for London' campaign.

The campaign aims to help young Londoners get into work. We are planning to open 50 Locals in the city next year, and one job in each of them has been earmarked for a 'Ladder for London' apprentice.

And that makes us the scheme's second biggest subscriber!

During the get together at the store, Graham Allen from Arnos Grove spoke



From left: Mohima Akthar, Graham Allen, Arnos Grove, Justin, Walid Basma, Abu Salahuddin, Mid City Place Local and Megha Jani, Brixton Lambert Road Local.

to potential candidates, while Megha Jani from Brixton Lambert Road Local described her career with Sainsbury's and how much she enjoyed her job.



PART OF OUR COMMITMENT PERMANENT.

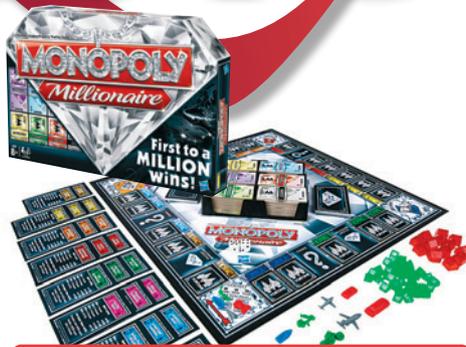
# We love this

## A KUNG FU KIDS' CHRISTMAS



If you've got kids, you'll know that Po the Kung Fu Panda is 'awesome'. In *Kung Fu Panda, Po's Winter Wonderland*, Po, voiced by Jack Black, and his Furious Five friends return in this holiday special to try and save what is most precious to Po – and probably most people – the Christmas Feast. This heart-warming tale is perfect for the whole family – it's exclusive to us instore and online at [www.sainsburys.co.uk/entertainment](http://www.sainsburys.co.uk/entertainment). Priced at £5, it will even fit into a Christmas stocking!

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## YOU'VE GOT TO HAVE A BOARD GAME...

Christmas isn't Christmas without a traditional family board game. So why not settle down to the new Monopoly Millionaire, for a glitzy twist on a timeless classic?

Monopoly Millionaire is all about making a million pounds fast! You can rise to the top of the rich list and upgrade your lifestyle as you go. So swap your rowboat counter for a luxury super-yacht and play like a true millionaire.

Available instore and online for £19.99, it's worth its weight in gold.

## ONE LUMP OR TWO?

After you've eaten the turkey and polished off the pudding, you may need something to soothe the stomach and perk you up a bit.

For festive flavour why not treat yourself to our Taste the Difference tea and coffee gift sets?

The Taste the Difference Espresso treat set (pictured below) includes two cups and two elongated saucers, which you'll need in order to hold some of the Fairtrade Chocolate that's included.

The Taste the Difference Tea Time set contains a cup, a saucer, a spoon and strainer and a pack of Taste the Difference loose-leaf tea.

Both available for 1/3 off (£6.66) until 24th December.



## SHARING OUR TASTY TREATS

Christmas is a great time to get friends and family together. So why not light some candles, put some bubbly on ice and pass around a tray of delicious treats?

For an oriental twist, why not try 10-piece Thai vegetable moneybags by Sainsbury's, or 10-piece King prawn selection by Sainsbury's, both priced at £3 or 2 for £5.

Alternatively, for some mini British classics, try the Taste the Difference mini Beef Wellingtons at £4 or 2 for £7, or Taste the Difference Frozen fish, chips and mushy peas, both priced at £3.25 or 2 for £6. Bon appétit!



## BAGGING A TREE FOR THE FUTURE



To help carry home all your Christmas shopping, why not pick up a Woodland Trust jute bag? Not only are they charming and useful, but a donation of £1 is made to the Woodland Trust. Visit [www.woodlandtrust.org.uk](http://www.woodlandtrust.org.uk) to find out more. Available now for £4.

# Christmas...



## HAVING A CRAFTY CHRISTMAS

If you want your Christmas to be beautifully made and handcrafted, you'll love our Merry Little Christmas range of tree decorations and ornaments.

With a traditional red, white and green theme, and made from natural materials, they bring a warm friendly feeling to any tree.

Deck out your Scots Pine with the Red & white fabric heart (£2), Christmas pudding bell (£3), or a charming Woodland reindeer in brown beige with a scarf (£5). There's even a Merry Christmas wreath for £8, to welcome your guests!



## SOMETHING ON THE SIDE...

Everybody knows that a perfect Christmas dinner needs perfect potatoes, and if you like yours mashed you're in for a treat.

Exclusively developed for us, the Taste the Difference Flair potato is a real gem. Velvety, golden and with a tasty aroma, it beats other traditional mash varieties in taste tests.

The Flair mashing potato launched on 17th October and is available for £2 (1.5kg).



Expert's pick...

**IN THE CHRISTMAS SPIRIT:** Gemma Crump, Brand Manager (left), and Katie Hart, Product Technologist (right).

For anybody with food allergies or intolerances, Christmas can be a testing time. Our Freefrom Christmas range has been designed to make things just as indulgent for everybody.

"Our extensive Freefrom range of gluten, wheat, and/or dairy free foods means that you don't have to compromise on taste or quality," said Gemma Crump, from Holborn store support centre.

"We know that having an allergy or intolerance has a huge impact on customers' lives. This can often become even more difficult at seasonal times of year, so we have developed things like Freefrom iced mince

pies (£2.19), Freefrom iced rich fruit slice (£2.49) and a gluten-free Christmas pudding by Sainsbury's (£3.99). We even have Freefrom deep-filled mince pies in our cafes at £2.19."

All available now.

*Having an allergy or intolerance can make things difficult at seasonal times of the year.*

**We are Cheering On Our Progress** is one of our six values – and this year you’ve been cheering each other on like never before. This value is all about recognising those colleagues who are going the extra mile. And that can be as simple as saying ‘thank you’ to someone during a catch-up, or a ‘team cheer’ in the morning huddle.

You also told us through Talkback how important it is to be recognised for your efforts. That’s why it’s fantastic that we’ve given over 100,000 Love Awards since we launched the scheme a year ago.

Here, we talk to two colleagues about why it’s so special to be told ‘thanks and well done’ – and a third colleague tells us why it’s just as special to give awards to others.

# It's a love thing

We are  
Cheering On  
Our Progress



## Jenna Warrender, Gloucester Quays

Even during the busy times, Jenna Warrender is focussed on the job at hand. And she received Love Points for her efforts during an unexpectedly hectic period of online ordering.

"I was definitely living the value of We are Trusting Each Other, Working Together," she said. "I was nominated by my manager, Adam Harding. It made me feel really valued and appreciated, and that was worth more than the money.

"I think it's great that we have Love Cards, especially as you can reward colleagues in varying amounts."

## Ryan Hatcher, Gloucester Quays

When there's fish to be sold, Ryan Hatcher is your man – and the counters colleague from Gloucester Quays was rewarded with Love Points as a result.

"I was awarded Love Points by my counters manager, Annie Stone," he said. "We really wanted to push salmon sales near Easter and by going into the aisles and talking to customers we sold around thirteen cases of salmon in just an hour and a half. We were really Making It Happen!

"People like to have their hard work recognised and know that they are appreciated. There's even a bit of friendly competition between colleagues too, which gives you a boost

and makes you wonder what more you can bring to your role instore."

## Alan Gowans, ROM, Region 42

When Alan Gowans spots something great going on in his stores in Region 42, he doesn't keep his thoughts to himself. He tracks down the colleague responsible and thanks them for their extra effort with a thank you and a Love Award.

"Colleagues often tell me how great it is to get some recognition, so I love it when I see colleagues going the extra mile and like to thank them with Love Awards," he said. "It also amazes me how many colleagues choose to share their awards with their whole department; that shows we have a real team spirit in our stores."

Colleagues are also saying 'thank you, well done' by writing messages on recognition postcards and giving them to each other; or by using the Love Hearts, which are then displayed on stores' pride walls.

"All colleagues often want is a little recognition for their efforts," added Alan. "It really is the small stuff that makes a massive difference."





**A GREAT WAY TO SAY THANKS:** Alan Gowans and colleague Louise Meldrum.



**Daniel Hume,**  
Mytholmroyd Local,  
nominated by  
Rachel Mills

"Daniel went to another store which is 22 miles away to pick up some carrier bags as we were struggling after the recent floods."



**Helen Cooke,**  
Christchurch,  
nominated by  
Lynne Jordan

"Helen stopped to attend a car accident on her way home from work. The person phoned Holborn store support centre to say how brilliant she was!"



**Benjamin Tavendale,**  
Shirley,  
nominated by  
Wendy Hayes

"Benjamin came in on a Sunday to do some shopping and spotted a fellow colleague who needed a hand. Benjamin stopped shopping to help her so the newspapers and magazines were ready on time for pick up. Thank you!"



**TRIPLE TREAT:** Colleagues Ryan Hatcher, Jenna Warrender (centre) and Pip Johnson with some recognition cards (right).



# Local News Zone 4

Your colleagues, your news!

## BIG STATS

The big numbers from your big stories.

1,300

the number of woolly hats that our Plymouth colleagues knitted!



### Back of the net!

#### Northfield

Northfield store won the region 45 SSA football tournament recently, without losing a game! They triumphed in the final against Court House Green, taking the title with a 7-1 win.

"We won every game in the tournament and only conceded one goal, which was a fantastic team effort," said Craig Kemp, from the winning team.

Northfield progressed to the national finals where they lost in the semi-finals to East Kilbride, the eventual winners.

**Pssst!**  
Who's in the news near your store?

#### KIDDERMINSTER

It was a true Sainsbury's wedding for Kidderminster colleagues Mike Davies and Maggie Alderman, who tied the knot in September. They got married at the local registry office, with colleague Jane Robson making the wedding cake.



#### PLYMOUTH

Knitting needles at the ready! Colleagues from Plymouth have been busy knitting, making 1,300 little woolly hats for Innocent Smoothies' 'Big Knit 2012' campaign. The colleagues made a range of weird and wonderful hats for the smoothie bottles, with 25p from each bottle sold being donated to Age UK.



### Playing it safe

#### Biddulph

Biddulph's Local Charity this year is Ruby's Fund, which helps to create sensory and safe playing environments for children with additional needs.

"We've had three bake sales and hosted our own version of the Paralympics," said Liz Heap from the store.

"Our colleague Melanie Vernon had special T-shirts printed for the event, which were given in return for colleague donations. We have raised £1,434 so far!" she added.



## A remarkable charity spirit

#### Telford

Amazing Telford colleague and mum Celly Green has been fundraising since 2010.

From the time her grandson Jacob became seriously ill with a condition that sadly left him brain damaged, Celly has been doing everything she can to support Birmingham Children's Hospital,

which helped take care of him.

She has climbed Snowdon, run the Great Midland Fun Run and even collected donations in a clown costume.

With support from her colleagues and customers, she has raised a remarkable £5,850 that will sponsor a room at the hospital for the next three years.

*With support from her colleagues and customers, she has raised £5,850!*



## Rising to it!

#### Perton

When it came to Harvest Festival time at Perton's local primary school, Perton First, the instore bakery team was more than happy to get involved.

"We decided to do something special," said the store's Denise Fyfe. "We baked a loaf in the shape of a 'wheat sheaf' to celebrate what the harvest used to be all about. It was very heavy, but it was a unique centrepiece for the celebration."

## Chatterbox

**Northfield:** "Quizzes and fire drills, huddles and more - Fire safety is what we're promoting in store!" A Northfield colleague's poem following a visit from their local fire brigade. **Upton:** A pack of Brownies joined colleagues at Upton recently to take part in a treasure hunt with a Fairtrade twist.

# CHRISTMAS *Days* AT SAINSBURY'S

## AS OUR CHRISTMAS CAMPAIGN HITS THE NATION'S TV SCREENS, EIGHT COLLEAGUES TELL US ABOUT THEIR OWN PERFECT 'CHRISTMAS DAYS'...

**S**o what's your special Christmas moment? Perhaps it's the time you place that first box of mince pies in your shopping trolley, or the first decoration you hang on the tree. Maybe it's the moment you hear 'White Christmas' for the first time, or the first Christmas card you get in the post.

Our new 'Christmas Days at Sainsbury's' advertising campaign focuses on the memorable moments enjoyed by our customers and their families over the whole Christmas period - not just the big day itself.

On the next few pages, some of our colleagues share their own personal festive highlights, from finding the perfect time to wrap Christmas presents, to putting on a new outfit for the New Year's Eve Party.

And we have everything you need - whatever your 'Christmas Day' might be - for that perfect Christmas. The *Journal* team hopes you have lots of happy days this season and wishes you all a Merry Christmas!



ON LOCATION:  
Connor Crespin from Stratton goes behind the scenes of one of our Christmas advert shoots - turn to the back page to see how he got on.



## FOOD ORDERING

This year, we have doubled the range of products available through our food ordering service instore.

Customers can now buy things they need for their Christmas meal in advance, without the hassle of last-minute shopping. Simply ask for the brochure,

fill out the order form, hand it in to the customer service desk and pick up your order on your chosen collection date. You can order until 15th December and collect instore on 22nd, 23rd and 24th December - ask your store's Christmas ordering champion for more details.

Available through our food ordering service...



**SNOWIE THE SNOWMAN**  
by Sainsbury's, £10  
The kids will love this special snowman dessert, made with moist chocolate cake, chocolate butter cream and a cream cheese frosting. He even has a white chocolate carrot nose!

# 'QUICK THEY'LL BE HERE ANY MINUTE' DAY

“ I get myself a nice cup of tea, put some festive music on my iPod, get the duster out and really go for it! I love making the house look clean and cosy for Christmas... ”

This year, Jenny Curtis, from Holborn store support centre, will be rushing around to make sure her new house is ready when her visitors arrive. After moving in with her boyfriend, Duncan, it'll be the first time her family will see the new place.

She's already sorted out the entertainment by buying a new 32" Sharp HD TV. She couldn't resist - it'll be great for watching all those family films.

We let her try out some multi-purpose polish wipes by Sainsbury's, which will be perfect for that last-minute whiz round...



## You've been framed

CHRISTMAS TREE PHOTO-FRAMES, £8, SAVE 1/3 UNTIL CHRISTMAS.

Jenny: "We don't really have any pictures up yet so these wood-effect frames would be perfect and they give a real festive feel to the room."



**I LOVE LIGHT TOUCH**  
 Tu FIVE-ARM CANDELABRA, SAVE 1/3 UNTIL CHRISTMAS - NOW £13.33  
 This five-arm candelabra, with long red taper candles, would brighten up any Christmas table.  
 Jenny: "I love candles at Christmas. The candelabra adds a real touch of glamour."

**COLLEAGUE COMPETITION**  
 If - like Jenny - you're planning to have a big Christmas clean-up, then you can get your hands on a festive hamper full of our cleaning products by answering the following question:  
**OUR ANTI-BACTERIAL TOTAL SPRAY COMES IN CITRUS AND WHICH OTHER FRAGRANCE THAT'S FEATURED ON THIS PAGE?**  
 To clean up, text the word 'Journal' followed by your name, store/location and answer to 80800.  
 Closing date: 31st December 2012. \*



## Get the big picture

SHARP LC32SH130K 32" HD-READY LCD TV, £189.99

With built-in Freeview and a screen that's HD-ready, this 32" LCD TV offers outstanding picture quality with a screen size that won't dominate smaller rooms.

Jenny: "I love gathering round the TV with the family to watch my favourite Christmas films - this year it'll be *Elf* and *Home Alone*."

**TAKING CENTRE STAGE**  
 LUXURY ORCHID IN A GLASS BOWL, £25  
 This orchid features deep faux snow and mini pine cones.  
 Jenny: "This is my favourite! I always buy orchids and this would make a great centrepiece for our new dining table."



## WHY NOT TRY?

**30 MULTI-SURFACE POLISH WIPES** by Sainsbury's, £1.45  
 Jenny: "I always dust first, and then vacuum. These wipes make the dusting quick and easy."



**NATURAL WAX CANDLES**, £5 - £16  
 Available in four fragrances, includes gift boxes, diffuser sets and extra-large candles that burn for up to 75 hours.



**ANTI-BACTERIAL TOTAL CLEANING SPRAY (APPLE)** by Sainsbury's, £1.40  
 Combining anti-bacterial protection with effective cleaning power - this handy spray leaves a delicious-smelling apple fragrance too.



**RED JINGLE BELL HEART**, £9, SAVE 1/3 UNTIL CHRISTMAS, £5.99  
 Jenny: "I've gone for white and red decorations this year, so this will look great."

# 'SORTING OUT CHRISTMAS IN MY PYJAMAS' DAY

“ The delivery service is great - it means all the shopping is done and I can make the most of my time off with my family. ”

This Christmas, something extraordinary has happened - Burpham colleague Hannah Tester will be doing the big Christmas food shop.

Her mum always cooks, so Hannah thought it'd be nice to help out by getting all the food they'll need for a great Christmas dinner. But she's always busy over the Christmas holidays

and has no idea when she'll next be free.

After a light-bulb moment, Hannah realises that our groceries online service is the answer. She can just log on to the website and buy all the things she needs, arranging for them to be delivered just a few days before Christmas. All sorted!



## Welsh delight

WELSH LAMB GUARD OF HONOUR by Sainsbury's, £25/KG

This Welsh lamb is a great alternative to turkey and is finished with a Cheddar cheese and rosemary crust.



## Chocolate heaven

PROFITEROLE GÂTEAU by Sainsbury's, £4

Hannah and her brother won't be able to resist this profiterole gâteau, which defrosts in four hours and serves 12 - enough for all the family!

Here are some of the items on Hannah's online shopping list...

### FESTIVELY FRUITY!

TTD PARTRIDGE IN A PEAR TREE ICED RICH FRUIT CAKE, £10

This fruity, all-butter cake is packed with brandy-soaked raisins, glace cherries, almonds, infused with Cognac and decorated with a golden tree stencil.

### Sweet treat takes the biscuit

Sainsbury's HIGHLAND SHORTBREAD SELECTION, £10

This festive favourite contains around 35 all-butter shortbread biscuits, in nine different shapes, for that Boxing Day treat.

### ONLINE OFFER

You can save £12 when you spend £60 or more on your first online shop. Simply type in the following code when you get to the online checkout: 6HYN-QXL6-QDFG. Orders must be delivered by 3rd February 2013. \*

### BIG NUMBERS

**40,000**

... the number of searches for turkeys on our online groceries site in December 2011.

**200,000**

... the number of boxes of mince pies sold last year online - this year we're expecting to sell over 250,000!



### CLASSIC CHOICE

TTD WHOLE FREEDOM FOOD FREE-RANGE NORFOLK BLACK TURKEY, £9.99/KG

This succulent choice serves up to 11 and is a slower-growing breed of turkey, which means the flavour has longer to develop.

I LOVE

# 'LICKING THE SPOON' DAY

**“**I've always baked cakes with my daughter at Christmas and - even though she's now finished university - it's something we still enjoy doing together... **”**

**C**hristmas is all about family time for Crosby colleagues, mother and daughter Maureen and Helen Stopforth.

Ever since Helen was little, they have spent most of the Christmas holidays in the kitchen, stirring up a storm.

Maureen collects vintage kitchen items and every year they create an old-fashioned Christmas buffet for the family - complete with cake stands, china cups, napkins, triangle sandwiches and festive treats.

This year is no different, with Christmas cake, mince pies and chocolate truffles on their baking list.

But first, they'll be starting with a Gingerbread home-baking kit by Sainsbury's, which Maureen thought would give an extra bit of spice to their special Christmas spread...

## Christmas classic

**T&D BRANDY-RICH MINCE PIES, £2 FOR 6**

These delicious mince pies are made with crumbly all-butter pastry and deliciously fruity mincemeat - not forgetting that generous nip of brandy...



## USE YOUR LOAF

**T&D PUMPKIN, ORANGE AND CRANBERRY LOAF, £1.65**

Made with British wheat, dark rye flour, sunflower seeds and dark linseeds, flavoured with orange zest and loaded with cranberry pieces.

Go on, give this a try...



**T&D Cherry centre Christmas pudding, £10.** The perfect end to a festive food spread, with a centre of cherries that have been soaked in Kirsch brandy.

## Blooming lovely

**T&D POINSETTIA ICED RICH FRUIT CAKE, £16**

Maureen: "I'm always on the lookout for new ideas and this is something a bit different - a rich fruit cake decorated with Poinsettia flowers."

## MAKE IT WITH THE KIDS

**GINGERBREAD HOME-BAKING KIT by Sainsbury's, £4.99**

Helen: "This was so much fun! I've made gingerbread houses before, but the kit gives you all the ingredients to decorate your own design."



## WHY NOT TRY?



**T&D DRUNKEN PANETTONE, £10**

This buttery Italian Christmas cake is drenched with sweet, delicate Moscato wine syrup and would make a great Christmas gift.



**Sainsbury's GOLD SEQUIN STAR BOX AND CHOCS, £5.**

If you're still feeling a bit peckish after all that turkey, why not try these festive chocolate truffle treats?

## MAUREEN'S QUICK AND EASY CHRISTMAS TRIFLE

### INSTRUCTIONS:

1. Drain a tin of Sainsbury's crushed pineapple in natural juice and roughly break up a Sainsbury's raspberry Swiss roll in a bowl.
2. Add the pineapple and mix.
3. Add the pineapple juice if needed to make a nice base.

4. Pour over some Sainsbury's fresh custard and allow it to cool.
5. Whisk some Sainsbury's fresh double cream lightly and add it to the top.
6. Lightly toast some Sainsbury's almond flakes and sprinkle over the trifle.

# 'WRAPPING THE PRESENTS' DAY

“I love wrapping presents – almost as much as I love unwrapping them! I’ll set aside an afternoon, wait until everyone’s gone out and get wrapping...”

Chingford’s Cath Schroder likes to be organised at Christmas. Last year, she wrote a long Christmas list and had all her presents wrapped by the start of December.

This year, she already knows exactly what she’s buying for family and friends. She just needs to pop down to her store, use

her colleague discount and pick up some great gifts. Then, all she’ll have to do is tackle the ‘Big Christmas Wrap 2012’. It’s the same every year: after tiptoeing around the house to check her family’s whereabouts, she’ll find a quiet room, pull out her Christmas reindeer gift wrap and sneakily search for the sellotape...



## CATH'S SNAP DECISION

FOR ME: NIKON COOLPIX S3300, CHECK INSTORE FOR PRICING

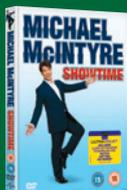
This stylish digital camera combines a wide-angle Nikkor lens with a 16 megapixel image sensor.

Cath: “I’ve been looking for a new digital camera for ages. I love taking pictures – I’ll be heading to the local ice rink to take some this Christmas.”

## CATH'S THREE TOP TIPS FOR BUYING PRESENTS:

- 1 We always write Christmas lists in my family. It makes things easier and you always know you’re getting the right things.
- 2 Look out for a bargain – I always love our ‘save 1/3’ offers on toiletries and the introductory offers on DVDs.
- 3 When you go shopping, make sure you know what you’re getting and where you’re going – it saves time and stress.

## WHY NOT TRY?



FOR DAD: MICHAEL MCINTYRE, SHOWTIME, £14.99  
“This would be great for my dad, and we’d all enjoy watching it with him.”



FOR MUM: JERSEY FAIR-ISLE PRINT PYJAMAS, £12  
“This jersey pyjama set looks so cosy and festive – my mum would love it.”



FOR UNCLE: PORT AND STILTON GIFT CRATE, £10  
Includes a 20cl bottle of Cockburn’s Special Reserve Port, a wedge of blue stilton and a piece of Taw Valley extra mature cheddar.



## A little luxury

FOR SISTER-IN-LAW: MANDARA SPA AMBER HEAVEN PAMPERING RITUAL GIFT SET, £12

This rich and sensual gift set includes softening body cream, conditioning shower cream, moisturising bath essence and a face cloth – everything you need for the perfect Christmas pampering treat.

“My sister-in-law would love this and so would I! I love the look of the body cream as it’s so important to moisturise – especially in the winter.”



## Cheese choice

HOME COLLECTION GIFT FOR FOOD LOVERS ACACIA HEART SHAPED CHEESE BOARD & KNIFE SET, £20

“I bet my whole family would enjoy using this. I’m not a huge cheese lover, but at Christmas I make sure that we have my favourites, Wensleydale and Bavarian smoked on the cheese board.”

## PART OF THE FAMILY

FOR MOLLY THE CAT: TEN CHRISTMAS STICKS FOR CATS, £1.19

A tasty turkey-rich treat for any cat. “My sister’s cat Molly would enjoy these – she loves treats.” So why not treat your cat this Christmas?



500,000...

... the number of books of Christmas stamps we’ll sell this year. That’s three million Christmas cards!



# 'WORTH THE 12 MONTH WAIT' DAY

A good old-fashioned Christmas

“I love how the food at Christmas brings everyone together.

It's great to see the whole family spending quality time around the table.”

**M**ark Gilman, Simple Coach for Region 54, loves a good old-fashioned Christmas. He always starts the day by opening his presents, before the family get together for one of their old traditions - a glass of fizz with breakfast. This year they'll be having TtD Prosecco, a new family favourite.

After a few hours of helping mum in the kitchen, it'll be time for the best bit - Christmas dinner.

Mark usually has the honour of carrying the turkey - carefully - to the table, which is always straining under piles of potatoes, stacks of stuffing and gallons of gravy.

After avoiding the Brussels sprouts and eating far too much turkey, the whole family will then settle down for a quick game of charades before the Queen's speech.

## MAINS

### Turkey delight

**WHOLE TURKEY**  
by Sainsbury's, £5.49/KG

Mark: "My mum does the cooking and carves the turkey - it's a tradition! But I like to help her out and we always get our turkey from Sainsbury's."

**Rocking the joint**  
**BUTCHER'S CHOICE UNSMOKED GAMMON JOINT TOPPED WITH CARAMELISED APPLES, £10**

An alternative to the traditional roast, this gammon joint is decorated with Bramley apple pieces and comes with a sticky caramel glaze.



The caramelised apples set off this gammon joint to perfection!

## STARTERS



**A taste of Scotland**  
**TtD SPEYSIDE WHISKY CASK-SMOKED SCOTTISH SALMON, £5**

Exclusive to us, this rich and silky smoked salmon has been hung in traditional kilns and smoked over chipped whisky barrels for more than 18 hours to make sure it is smoked to perfection.



### 'SOUPER' STARTER

**TtD PETITS POIS AND DRY-CURED HAM SOUP, £2.30**

This traditional mix combines British petits pois with mint and British dry-cured ham, garnished with parsley.

Mark: "I always start with soup - pea and ham is a real favourite!"

## TO MAKE YOUR CHRISTMAS DINNER EXTRA SPECIAL, WHY NOT TRY..?



**TtD SIGNATURE POULTRY GRAVY 450G, £3.**  
A deliciously rich and smooth gravy made using roasted chicken stock and a delicate blend of herbs to produce a full-flavour gravy.



**GOOSE FAT,**  
by Sainsbury's £3.49  
Produced from geese that have been humanely reared and allowed to feed freely, this fat has subtle savoury notes and a silky texture. Delicious!



**TtD CRANBERRY, PORT AND ORANGE SAUCE, £2.50**  
Bursting with rich, ripe flavour, this luscious, jammy sauce is crammed with a zesty mix of tangy, intensely fruity wild cranberries.



### DID YOU KNOW?

We offer a range of vegetarian options for Christmas Day? And we're nuts about our Christmas TtD Nut roast (£5), which combines toasted almond flakes, pistachios and crisp, buttery cashews with mushrooms and spinach.



I LOVE

### POTATOES TO PERFECTION

TtD HERITAGE ROASTING POTATOES, PRICED SEASONALLY

These potatoes remain firm after cooking so are great for roasting. Just like Mark's mum, cook with Sainsbury's goose fat for the perfect roast potato - crispy on the outside and fluffy on the inside.



### You've just got to love them...

BRITISH BRUSSELS SPROUTS TREE, £1.75

Love them or hate them, Brussels sprouts are the classic seasonal vegetable and are available instore until February.



### Carrot tips

TtD SWEET SPEAR CARROTS, PRICED SEASONALLY

Grown in Scotland, these sweet carrots make a great choice for festive feasts and are available until May.



TtD ROASTED CHESTNUT, TOASTED HAZELNUT AND THYME STUFFING, £1.39  
The combination of roasted chestnuts, toasted hazelnuts and freeze-dried thyme results in a rich and nutty treat.



TtD PROSECCO, £10.99, SAVE 1/3 BEFORE CHRISTMAS - £7.32  
This elegant Prosecco also comes in a magnum that is on offer over Christmas at £14.99.



CHEESE TRUCKLES, £1, OR 4 FOR £3  
A great range of waxed mini cheese truckles that will complement any after-dinner cheese board.



TtD CLEMENTINES, £2.99 - BUY ONE GET ONE FREE OVER CHRISTMAS.  
These clementines are selected for their extra sweet and juicy characteristics.

# 'OOO WHERE'S THE DRESS FROM?' DAY

“New Year's Eve has always been a big deal for me - I love wearing a brand new outfit, getting all dressed up and having fun with family and friends - Kerry”

This year, Kerry and Gary Viccars, from Rye Park depot, are going to their neighbour's New Year's Eve party.

Kerry usually gives herself a whole day to get ready. She starts her party preparation by washing and curling her hair, before putting on a bit of make-up and painting her nails.

Her party outfit is the most important bit, so that's always left until last. This year Kerry will wear an entire Tu outfit to the party - a brand new sequin-front dress, which she'll match with her new heels, and her envelope clutch bag.

Gary, on the other hand, prides himself on the fact he can get ready in just under 20 minutes. All he has to do is have a shower and change into his new monochrome trousers, which he'll wear with his new white slim-fit shirt and charcoal tie.

That means he'll have plenty of time to tuck into those Christmas chocolates while he waits for Kerry.

## GARY'S OUTFIT

Gary is sporting a smart, slim-fit look for this year's party, with Tu monochrome trousers, £16, teamed with a Tu plain white slim-fit shirt

and charcoal tie, £9, and Tu black formal leather slim-line lace-ups, £25. (A Tu black fine-stripe suit jacket is also available at £39).

As worn by Peter Andre at the Sainsbury's Beauty Awards.

## KERRY'S OUTFIT

Kerry wears a baroque sequin-front dress, £45, teamed with a black envelope clutch bag, £10. Her new look is part of the Tu Baroque collection, which is full of purples, golds and lots of sequins - perfect for adding that bit of sparkle to Christmas and New Year. Her black square-toe, bow-trim court shoes, £18, also have added sole comfort, which means she can keep dancing all night long!



"I always dress up for special occasions. These Tu trousers and shirt are great - they fit well and the shoes are really comfortable" - Gary

## A LITTLE SEASONAL SUPPORT

If you want to look in shape for the New Year's party then look no further - we've got a wide range of control underwear to flatter figures and smooth silhouettes. Why not try:



### Apple and pear briefs

Support for the stomach or thighs to create smoother lines, £8



### CONTROL BODY

Body control for a slimmer silhouette, £16



### MULTI-WAY BRA

Perfect for strapless and one-shoulder dresses, or dresses with sheer tops, £8

## SMART CHOICES

### SUITS YOU, SIR!

For something more formal, why not go for our menswear dinner suit and dress shirt? Together, the trousers and jacket are priced at £55, and the dress shirt (£14) comes complete with bow tie and silk knots.



**TROLLEY GOOD EFFORT**  
Tim Roberts, David Ranov and Daisymae Carter do their bit for the Million Meal Appeal at Biggleswade - and they got our customers involved too!



# That's fare enough!

## How our colleagues got their teeth into the FareShare Million Meal Appeal

**G**enerous colleagues and customers have been busy with our latest Million Meal Appeal campaign with our charity partner FareShare - and we've donated two million meals to those less fortunate.

We hit our target of collecting one million meals, with bags full of food donated through our stores.

And with our own promise to match the amount collected, a total of two million meals has been shared out - smashing last year's total of 1.2 million.

Colleagues also backed the campaign by acting as greeters at their stores, handing out leaflets and stickers to promote the Million Meal Appeal.

"A big thank you must go to our colleagues for making the Million Meal Appeal such a huge success," said Stephi Brett, of Holborn store support centre.

"The meals have been distributed to over 700 charities and community groups across the UK, making a massive difference to homeless and disadvantaged people. You've all done an amazing job!"



**GETTING INVOLVED**  
Customers donated food and received FareShare stickers from colleagues at Biggleswade.



# Local News Zone

# 5

Your colleagues, your news!

## BIG STATS

The big numbers from your big stories.

# 115ft

the height of the Lambley viaduct, which our Haltwhistle colleagues abseiled down!

# 15

the number of bridges in the Monks Cross 'Bridges of York' challenge.



## A golden moment

### Hollywood Exchange

Children at Longstone Special School had a party to remember when Northern Ireland's youngest Paralympian, Bethany Firth, paid them a visit.

It was a homecoming for Bethany, who won gold in the 100m backstroke at the London 2012 Paralympic Games. She is a former pupil at the school.

Hollywood Exchange colleagues



Brian Slattery (pictured above with Bethany, right) and Rachel Todd (left), were also on hand to supply some treats for the party. "My sister is a substitute teacher there," explained Rachel. "We wanted to make the visit as special as possible. "We're keen to do more with the school. We recently ran a Halloween colouring-in competition, and the kids were really excited about it!"

## Shout out

### A bridge not too far

Monks Cross colleagues Andrew Fair and Kath Burton have certainly worn in their walking shoes after completing their self-styled 'Bridges of York' challenge.

"Our object was to see as many bridges in York as we could in two and a half hours," said Andrew. "We ended up walking three miles and crossed 15 bridges, starting at Lendal and finishing at Millennium Bridge."

The pair raised a massive £2,170 for Macmillan Cancer Support.



# Convenience

Your colleagues, your news!

## Pssst!

Who's in the news near your store?

## So much fun - it's scary!

### Norbiton Station Local

Norbiton Station Local colleagues had a monster bash in support of their Local Charity, Born Too Soon, which supports a neonatal unit at a local hospital.

Dressing up in their scariest costumes, colleagues were joined by regular shopper and children's TV presenter Michael Underwood for some frighteningly good fun.

"Our store is at the heart of the local community," said manager Michael Wallace. "When we heard about Born Too Soon, we were really pleased to help out."



## All kitted out

### Shafton Local

Shafton Hawks Under 11s football team are playing their matches in style after support from Shafton Local.

Colleague Michael Wroe organised a Community Grant for the team's new kit.

"When we heard that Shafton Hawks needed some kit," he said, "I knew we could make it happen."

### CARLTON STREET LOCAL

Trail-blazing colleague Stuart Fraser from Carlton Street Local in Nottingham has succeeded in reaching the top of the highest free-standing peak in the world, Kilimanjaro in Tanzania, Africa.

After spending five nights in temperatures ranging from +30°C to -10°C, he has raised over £3,600 for the store's Local Charity, Rainbows Children's Hospice.



## Chatterbox

**Braehead:** To raise £400 for the store's Local Charity, Braehead colleague John Hailey memorised the birthday of every colleague in the store - over 300 of them! **Macclesfield:** Congratulations to Macclesfield colleagues Eric Hornby and Amy Challenger who recently married after meeting at work!



## STAR PR AMBASSADOR AWARD

**NATIONAL WINNER:** Scott Milne from Garthdee. Scott has made great strides as a PR Ambassador with great coverage of the FareShare Million Meal Appeal and a visit from a local MP!



**CLIFFHANGER**  
Michelle Robinson hangs tough as she abseils down the Lambley viaduct

# Going down! Hang on!

### Haltwhistle

For the second year running, colleagues from Haltwhistle have been abseiling for their various Local Charities.

Traversing the 115ft tall Lambley viaduct that spans the South Tyne River, the brave daredevils have raised a total of £1,600 for causes such as Tiny Lives, The Jennifer

Trust and Cancer Research UK.

"It's been a fantastic experience," said Cheryl Wall, who managed the feat with her colleagues Gavin Shipley, Sue Wilkinson, Michelle Robinson and Sam Spray. "We all want to thank the instructors for their help and everybody who sponsored us!"

*"It's been a fantastic experience"*



**ONE TO WATCH**  
Paralympic rider Louise Greer

## Riding high Coleraine

Our Paralympic legacy is in good hands at Coleraine.

The store was already in the process of securing a £400 Community Grant for the Riding for the Disabled Association, when Coleraine's Hazel Gallagher and her colleagues met 16-year-old Paralympic rider Louise Greer through the charity.

"She's training hard for Rio 2016 already," said Hazel. "We have become friends since our meeting and I help her out in the stables whenever I can."

## What a ride!

### East Kilbride

Two colleagues from East Kilbride with strong stomachs have been supporting the STV Appeal, which helps to tackle the causes and effects of child poverty.

Ashley McGeachy and Callum Moran raised £330 for the charity by riding the Tsunami roller coaster at M&D's Theme Park an impressive 117 times.

"I could have gone on longer but I'm quite glad it's over," said Ashley. "I couldn't wait to sit still for a little while!"



# Pssst!

Who's in the news near your store?

### STRAITON

Straiton rose to the challenge by raising £2,500 through a bake sale. The money will go to the store's new Local Charity, Thornton Rose Riding Ability Group.



### CULCHETH

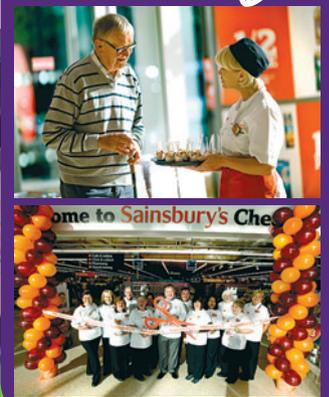
Culcheth colleagues clearly made some friends as some Tour of Britain cyclists rode past. One customer was heard shouting across the street to a different store: "Sainsbury's has given me a flag and a cookie. What have you given me?"



### CHEADLE

Cheadle colleagues had a nice surprise recently when Mark Hunter, their local Member of Parliament, came to visit their new-look store!

"He and his wife shop here," said Lucy Clegg. "He was really impressed with the brand new clothing department, but worries his wife will spend too much instore!"



**Northumberland Park:** Great news for kids near Northumberland Park store: Marden High School has just received a community grant from us for £500!

**Saltcoats:** Well done to Janice Benson, Marie Frew and Liz Strachan for raising £200 by completing an 11-mile trek for their Local Charity, The Firefighters Charity.

# Local News Zone 2

Your colleagues, your news!

## BIG STATS

The big numbers from your big stories.

3,560ft

the height of Snowdon, which our Matlock colleagues climbed!

120mph

the speed Camberley colleague Jemma Talmadge reached during her freefall!



## Baking it happen

### Whitstable

Whitstable colleagues found themselves surrounded by cakes during the first fundraising event for their Local Charity, Snap.

"Snap supports autistic children and their families," said colleague Kayleigh Field. "We chose a bake-off because everybody could have a go and get involved."

Fifty tasty treats were judged by ex-store bakery colleague Ray Fisk. He picked a crocodile cake, made to look like the Charity's logo, as the winner. "We raised a fantastic £618," added Kayleigh.



## Lighting the way

### Zone 2

Our Zone 2 stores really got into the spirit in the build-up to the Paralympic Games as they took part in their own Paralympic Torch Relay.

Colleagues from the 17 stores

on Region 24 helped take the torch around the zone, and colleagues Chris Wager and Michelle Simmons carried it for Barkingside store.

"It was a real honour," said Chris (pictured centre with the torch).

"It was about four miles, but it felt like a marathon! We had a lot of interest from the locals too. You become a bit of a celebrity."

The one-day 12-hour relay began at Streatham Common and ended at Stratford.

## Super six take the high road

### Matlock

Six intrepid colleagues from Matlock have 'walked the walk' for their Local Charity, Helen's Trust, which helps incurably ill people to stay in their own homes.

Robin Garrett, Joe Holland, Joel Chamberlain, David Swain, Jono Faulkner and Phil Greaves each

conquered Snowdon which, at 3,560 feet, is the highest mountain in England and Wales.

"We've raised just short of £2,000," commented Phil. "This is down to the generosity of our colleagues, friends, families and customers.

"We hope to do another sponsored walk next year and tackle Scotland's highest mountain, Ben Nevis."



## Jemma's high jump

### Camberley

Many of us would be terrified at the thought of jumping out of a plane from 13,500 feet and freefalling at 120mph - but not Camberley colleague Jemma Talmadge.

Jemma raised £1,000 for the store's Local Charity, Saving Tiny Lives, by skydiving at Chiltern Park

Aerodrome. The charity is based at Frimley Park hospital and is appealing for money for a new special care baby unit.

"I've always wanted to skydive, and it's for such a good cause," she said. "Words can't describe how amazing it was - a bungee jump is next!"

## Chatterbox

**Colcot:** Colleagues raised £318 for Macmillan Cancer Support by hosting a charity coffee morning and selling cakes, biscuits and even a fairytale gingerbread house. **Farnborough:** It's all go at Farnborough for new Local Charity partner, The Lisa May Foundation. The store raised £800 on launch



## HORSING AROUND

Julie Warner from Hams Hall has sent us this picture of a police horse at the Paralympic Games wearing a Sainsbury's hat. Next step, the dressage arena!

## Food for support

### Newport

When Newport colleagues heard about a team of cyclists who were planning a 160-mile journey to raise money for a little girl with a brain tumour, they jumped at the chance to help.

The cyclists - who are all from building firm Sydenhams - set off from France in September and finished back in Newport. Our colleagues provided food supplies to the team, who have so far raised almost £5,000 for four-year-old Sophie Rolf.

"It's such a great cause - we just had to help," explained colleague Tanya Blake.



### DULWICH

A very inventive colleague at Dulwich decided to celebrate the Paralympic Games in a rather original way.

Fish counter colleague Billy Passer made a Union Flag by using salmon, cod and assorted green leaves.

Absolutely fin-tastic!



### ISLINGTON

Resident chatterbox

Amanda Dyer has raised £200 for Local Charity, the Stuart Low Trust, by keeping schtum.

"Amanda stayed quiet for four hours," said her colleague, Nicola Jayes. "This was a hard task, as our Amanda is very, very chatty!"

# Logistics

Your colleagues, your news!

## The golden girl

### Hams Hall

Hams Hall offered a warm welcome to their Local Paralympian, Libby Clegg (pictured with colleague Andy Boden).

The silver medallist gave colleagues a chance to 'try the medal on for size' before undertaking an emotional question and answer session.

"She talked about her disappointment at being beaten to gold by

five-tenths of a second in the T12 100 metres," said Julie Warner from the depot. "But she is back in training for the defence of her world title and raring to go!"



## On yer bikes!

### Basingstoke

12 colleagues from Basingstoke got on their bikes and covered a steep 84 miles while cycling from London to Southampton.

Our super-cyclists hit the saddle for their Local Charity, the Piam Brown Ward at Southampton General Hospital.

"We seemed to travel across many, many long hills, but it was all worthwhile," said Jill Ford from the depot. "We have raised £1,570!"

*"We seemed to travel across many, many long hills, but it was all worthwhile"*

## The tough got going

### Haydock

Haydock colleagues clearly don't like an easy life.

A team of eight took the Tough Mudder challenge for Cancer Research UK and the children's charity, Butterflies.

They completed a 12-mile obstacle course of 28 challenges, such as dipping in ice cold rivers and running an 'electrified' gauntlet. "Last year we raised £4,300," said Ady Ball from the depot. "But we're well on target to better that this year."

Well done to all the 'tough mudders' involved!



### LYONS FARM

Lyons Farm has come up with an innovative way to motivate colleagues.

When a department achieves five weeks in a row without a stock shortage, those responsible get a cake.

Bakery colleagues are pictured celebrating their 10 weeks in a row - 'Mobot' style!

day and a further £300 at a charity golf day too. **Sherburn Depot:** Primary schoolchildren learned some valuable lessons at Sherburn's road safety day, including an 'egg helmet' exercise, demonstrating how important it is to wear a helmet when riding on a bike. **Poole:** Customers got a fright on Halloween when Kim Sutch (Scooby Doo) and Steph Jones (a monster) dressed up!

# There's no stoppi

The *Journal* looks at our legacy from the London 2012 Paralympic Games - and gets a personal viewpoint from Lord Coe.

**T**his summer, the world went crazy for London 2012. As an official sponsor of the Paralympic Games, we were so proud of our enthusiastic colleagues who got behind the event with such excitement and commitment. And we don't want that to stop.

So, as we bid farewell to 2012, we speak to Lord Coe (far right), the Chair of the London 2012 Organising Committee, about the legacy of the Games.

We've recently launched the *Active Kids For All* scheme, a ground-breaking initiative which will train teachers to have the skills and confidence to include disabled children in PE and sport.

To inspire the next generation of medallists, we've also extended our sponsorship of the British Paralympic Association up to Rio 2016.

According to Tim Lennox, Holborn store support centre, we wanted to make the London 2012 Paralympic Games the best ever by engaging with our customers and colleagues.

And he was particularly struck by the energy and enthusiasm of our colleagues, whether they were seconded to LOCOG, volunteering as Games Makers, supporting our local Paralympians or trying out Paralympic sports for themselves in our Colleague Challenge.

And that's not forgetting those who were involved in our Paralympic Torch events, or the lucky 5,000 colleagues who Turned the Park Orange.

"We could never have predicted their overwhelming response," added Tim.

"It shows just how supportive and proud our colleagues are of what we tried to achieve, and for that we thank them."



## Back to the business

Fraser Stevenson, Burton on Trent, volunteered as a Games Maker at the Excel Centre.

The Games had a tremendous impact on our colleagues, but perhaps none more so than our Games Makers and LOCOG secondees who were at the heart of the action.

Justin gathered 130 of them together recently to thank them personally and to see what lessons they could bring back to their own teams from their experience of delivering fantastic service

to Paralympic and Olympic spectators.

"You are part of our legacy - every single one of you," Justin told the colleagues. "Our customers will see us raising the bar in customer service; they will see us raising the bar in how we recruit and develop disabled colleagues."

Fraser Stevenson, store manager at Burton on Trent, was a Games Maker at the Excel Centre.

"My role in Event Services involved greeting and saying hello to everyone," he said. "The Paralympic Games training taught us to welcome visitors in the way you would welcome someone into your own home. I am now working on giving colleagues the confidence to greet our customers in that way too."

Fraser is also making sure that all colleagues have a huddle, so everyone who works afternoons

# ng us now!

## WINNING TEAM:

Some of our Games Makers and LOCOG secondees gathering at Holborn store support centre to receive a personal thanks from Justin.



**89%**

of colleagues were enthusiastic about our sponsorship

**98%**

of colleagues are aware of our involvement with the Paralympic Games

**“The Paralympic Games training taught us to welcome visitors in the way you would welcome someone into your own home.”**

and evenings is kept up to speed with the latest updates, just as he experienced during the Games. And he has been particularly struck by changing attitudes to issues around disability in his workplace.

“I’ve already noticed that colleagues are more confident when approaching and talking to disabled customers,” he explained. “That’s because the Paralympic Games taught us that it’s OK to talk openly about disability.”



## A word with Lord Coe

### The Paralympic Games were just amazing - how was it for you?

At the start of the summer I said that London 2012 would see the best of us - and as a nation we delivered. I was extraordinarily proud of the Paralympic Games, which in my view came into their own this summer. They were sold out for the first time ever and the venues were full of people who loved what they were seeing - world-class sport.

### Do you have a personal highlight?

The extraordinary generosity of the British people.

### How did the partnership with Sainsbury's help to make it happen?

It showed fantastic vision from Justin and the Sainsbury's team to look at the Paralympic Games and see its potential. Without any of our sponsors, the Games would not have happened, but the LOCOG team were very grateful to Sainsbury's for their support in the Paralympic Games.

### We've announced our continued support for Paralympic sport. What do you hope the legacy from the Games will be?

I think the Paralympic Games has already seen a step change in disability sport - our research shows that 71% of people see Paralympians as elite athletes now. Two-thirds of people believe the Paralympic Games have brought about a breakthrough in the way disabled people are viewed in the UK. I don't think any of us will think of sport or disability in the same way. That's a pretty powerful legacy.

### Have you got a final message for our colleagues?

Yes, to everyone at Sainsbury's who got behind the Games, whether you were instore or in the store support centres, whether you were seconded to our team or whether you were a Games Maker - thank you. You have all been part of this incredibly special summer and I was so proud to work with and meet so many passionate, knowledgeable and brilliant people.

# Local News Zone 3

Your colleagues, your news!

## Shout out

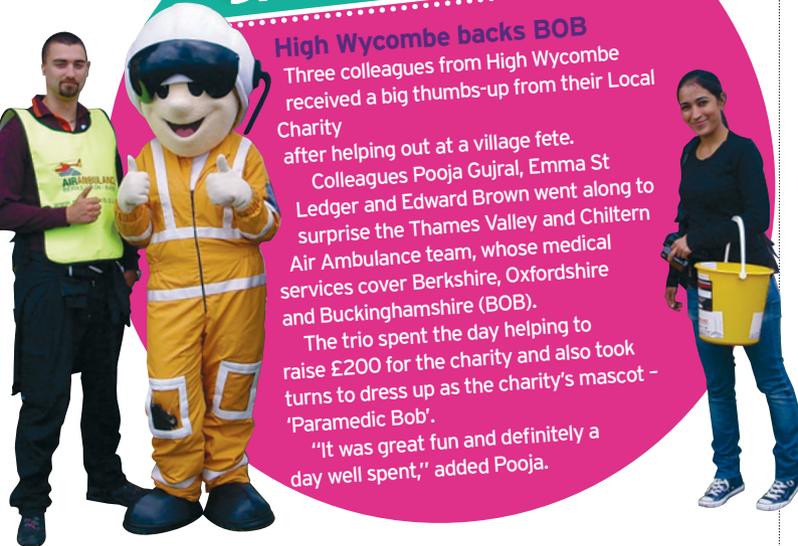
### High Wycombe backs BOB

Three colleagues from High Wycombe received a big thumbs-up from their Local Charity after helping out at a village fete.

Colleagues Pooja Gujral, Emma St Ledger and Edward Brown went along to surprise the Thames Valley and Chiltern Air Ambulance team, whose medical services cover Berkshire, Oxfordshire and Buckinghamshire (BOB).

The trio spent the day helping to raise £200 for the charity and also took turns to dress up as the charity's mascot - 'Paramedic Bob'.

"It was great fun and definitely a day well spent," added Pooja.



## BIG STATS

The big numbers from your big stories.

# 20 years!

Happy birthday to East Mayne.

# 50 years

of marriage for Canvey Island's Brenda and Jim!



COLOUR CO-ORDINATED: Colleagues go green for their donation day.

# A party to remember

### Canvey Island

When Lin Lingard passed away earlier this year, her colleagues at Canvey Island decided to honour her memory by organising a special fundraising day.

Around 50 of them dressed up, sold cakes and put up pictures of Lin in the canteen.

Donations were also collected at the tills and they ended up raising £367 for Macmillan Cancer Care.

"Lin always joined in with our dress-up days," said Sheila Gleeson. "She would have loved it.

"She was such a character - she'll be greatly missed."

*"She was such a character - she'll be greatly missed."*



## Spalding goes green

### Spalding

A green bus, green wigs and green T-shirts all formed part of a very successful cancer awareness day at Spalding.

After they chose Macmillan Cancer Support as their Local Charity, the charity's cancer support bus came to park in the store's car park for a day,

offering information and health advice to customers. Colleagues from the store also dressed up and collected donations.

"They've been our most successful Local Charity partner yet," said colleague Jemma Bradley. "The bus was a great way to raise awareness and everyone had a lot of fun."



## Chatterbox

**Hoddesdon:** Great way to spend a day! Hoddesdon held a fantastic regional 'sports and fun day', organising sack, wheelbarrow and egg and spoon races for colleagues and customers! **Enfield:** Colleagues got into the birthday spirit as they celebrated our 10 years of Nectar with balloons and a special cake.

**Pssst!**  
Who's in the news  
near your store?



**COOKIE CRAZY!**  
Jacob Ward gave a monster performance in his outfit.

**Weedon Road**

Customers at Weedon Road were surprised when they saw the Cookie Monster heading straight for the store's display of cookies...

But they needn't have worried, as the bakery team thought a Cookie Monster costume would be a great way to promote the cookies while they were on offer.

Colleague Jacob Ward brought out his inner monster and volunteered to wear the outfit.

"Our bakery team finished this promotion top of the region, top of the zone and fifth in the company," said James Little. "It was a fantastic effort, and the kids loved it."

**Smart cookies**

**LOUGHBOROUGH**

After choosing the Guide Dogs as their Local Charity, colleagues from Loughborough attended a training course to increase their awareness of the challenges faced by partially-sighted or blind customers. "We were blindfolded and guided round the store," said Mark Cresswell. "It was really worthwhile - a unique experience."



**EAST MAYNE**

Colleagues at East Mayne enjoyed a special buffet lunch held to celebrate the store's 20th anniversary. "There are a number of us who have been here for the full 20 years," said Mark Blay. "It was great to celebrate this milestone with them."



**CANVEY ISLAND**

When Canvey Island colleague Brenda Sainsbury went to her local hop in 1960, little did she know she would be asked to dance by the man of her dreams. Fifty-two years later, Brenda and Jim have just celebrated their golden wedding anniversary with family and friends.

**Brenda & Jim**



**SSC**

Your colleagues, your news!

**A team effort for the Paralympics**

**Coventry**

A raffle, a blind football match and having their own Paralympic Games Committee were just some of the ways Coventry store support centre colleagues showed support for the London 2012 Paralympic Games.

They also organised a monthly newsletter, giving

detailed information on athletes and events, and featuring interviews with Games Makers and Local Paralympians.

"Everyone got involved and there was a fantastic vibe around the centre before and during the Games," said colleague Kelly McDonald.



**Filleting for the future**

**Field Trainers**

It was a training session with a difference for Rich Lucas, one of our fish trainers, after he was invited to display his filleting skills at Number 10, Downing Street.

Rich went along with fellow trainer Jamie Laing to represent Sainsbury's as part of Feeding Britain's Future skills week. His demonstrations included pocket-filleting a lemon sole in front of the Prime Minister.

"It was a great day," said Rich. "And the Prime Minister was very interested in the opportunities we offer to young people."



A blind football match at Coventry proved a popular way to celebrate the Paralympics.

**Swadlincote:** The FareShare Million Meal Appeal was a big success at Swadlincote. So much so that their local MP, Heather Wheeler, visited the store to see how it went!

**HRS:** There was a fantastic response to the first-ever Sainsbury's HRS Macmillan Coffee Morning. They raised £155 pounds, due to everybody who helped bake cakes and bring in food.

# Take a break

Prizes, puzzles and more...

Get your entries in!

EMAIL: [thejournal@44communications.co.uk](mailto:thejournal@44communications.co.uk)  
POSTCARD: send your answer, your name and your store name to: 'Journal Competition' c/o the Journal, 44 Communications, Somerset House, Clarendon Place, Royal Leamington Spa, CV32 5QN

# WIN! a Tassimo coffee machine

To celebrate the launch of the Tassimo Costa range, we are giving ten lucky colleagues a chance to start their new year, and their mornings, with a boost.

The Tassimo coffee machine uses specially designed T Discs, which allow you to indulge in 38 drink varieties from favourite brands such as Kenco, Carte Noire, Twinings and the newly-developed Costa range, which gives you barista-style coffee in your own home.

The ten winners will receive a brand new Tassimo coffee machine and a packet of the new Costa T Discs: Latte, Cappuccino and Americano.

To be in with a chance, simply text, email or write to us with your name, location and the answer to the following question:

WHICH OF THE FOLLOWING IS ONE OF COSTA'S NEW T DISCS?  
A) CAPPUCCINO  
B) MOCHACCINO  
C) TALL SKINNY FRAPPUCCINO, HOLD THE CINNAMON

Competition closes on 31st December



## Halloween Winners...

We had a big response to our recent Halloween picture competition. It was a tough choice, but here are our favourite spooks, ghouls and ghosts.

Well done to our grand prize winner, Bluebell Owen from Fairfield Park (left). Other winners were:

- Thomas Humphrey, from Heaton, Newcastle (funniest costume, right).
- Samantha Whight, from Warren Heath (best Scooby Doo costume, far right top).
- Miranda Gregory, from Farnborough (most creative costume, far right bottom).

Our 30 runners up can be found on [mysainsburys.co.uk](http://mysainsburys.co.uk).

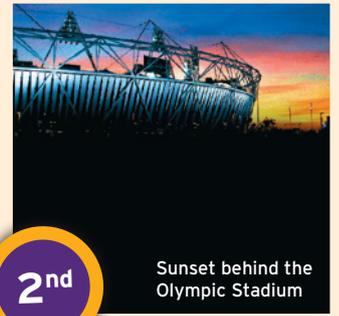


Congratulations to **Jo Ingrams** from Dartford who won last issue's Woodland Trust competition

1st



Bringing together the generations



2nd

Sunset behind the Olympic Stadium



3rd

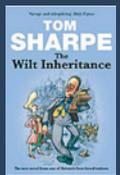
One of sculptor Antony Gormley's figures on Crosby beach models Olympic Games Maker uniform

## Desert Island DOWNLOADS



This issue, we talk to newlyweds Mike and Maggie from Kidderminster, (see page 12 for their story).

### Book



"We'd choose *The Wit Inheritance* by Tom Sharpe (£5.99), because we like a good laugh!"

### Film



As fans of *An Officer and a Gentleman*, Paramount (£3.99), Maggie would love to be carried by Mike from work!

### Album



"I think we'd listen to the *Love Story* official soundtrack (£2.99) - this CD was playing when Mike proposed to Maggie."

### Luxury item

"We'd need a CD player, wouldn't we? So a 'Red' Boombox with CD player (£29.99) would do nicely!"



• The film, book and album are available from [www.sainsburysentertainment.co.uk](http://www.sainsburysentertainment.co.uk)  
The Boombox is available from [www.sainsburys.co.uk](http://www.sainsburys.co.uk)

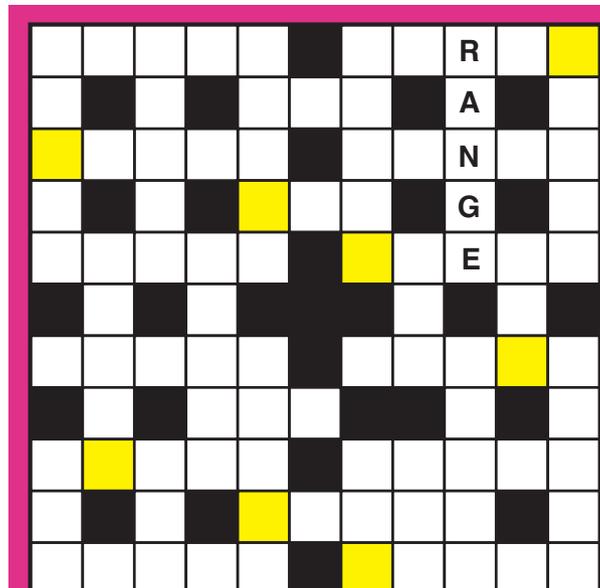
## Year Like No Other: photography winners

In the last edition, we asked you to send in your pictures that summed up our Year Like No Other, with a chance to win three fabulous Sony cameras. Well done to our winners:

- 1st:** Rachel Fordham from Rugby
- 2nd:** Thuwarakan Nadarajah from Raynes Park Local
- 3rd:** Maureen Stopforth from Crosby

## Word fit

You must fit all the words into the grid. Once the grid is complete, re-arrange the letters in yellow squares to form the name of an animal.



- |                  |     |     |                  |        |       |       |       |
|------------------|-----|-----|------------------|--------|-------|-------|-------|
| <b>3 letters</b> | ION | ••• | <b>5 letters</b> | LIE-IN | POLLY | TEPID | AVOID |
| AMP              | NIP | ••• | HUMAN            | LIVID  | ROYAL | VENOM | AXIOM |
| APE              | OBE | ••• | JEANS            | NOOSE  | SEAMY | ACTOR | DRYAD |
| EYE              | ORB | ••• | LARCH            | OLIVE  | SWELL | ALIBI | EASEL |
| ICE              | SET | ••• | LEVEL            | PEDAL  | TALKS | APPLE |       |

## Word ladder

Can you reach the top of the ladder one word at a time, replacing only one letter each step?

ACORN

- Contempt
- Result
- Peri...
- Gradient
- Swill
- Failures
- Ice masses
- Runs away
- Liberates

TREES

# 'SO THAT'S HOW THEY DO IT' DAY

Our 'Christmas Days at Sainsbury's' advertising campaign will be seen by millions of people during the run-up to Christmas and celebrates the fact that customers enjoy all the memorable moments across the season, not just the big day itself. We can help them to make the most of all the days of Christmas by providing them with everything that they need throughout the season.

But have you ever wondered what it takes to put a campaign like this together? We sent Connor Crespin from Stratton to spend a day on set for the shoot of one of our 'Christmas Days' adverts - 'Go on, let's open the chocolates early' Day.



09:00

I arrive in Surrey where the ad's being shot. It's an ordinary suburban house that's been rented for the day. The crew has been here for two hours unloading and setting up. I can't believe how much equipment there is, plus trailers, catering and loads of vans and trucks.

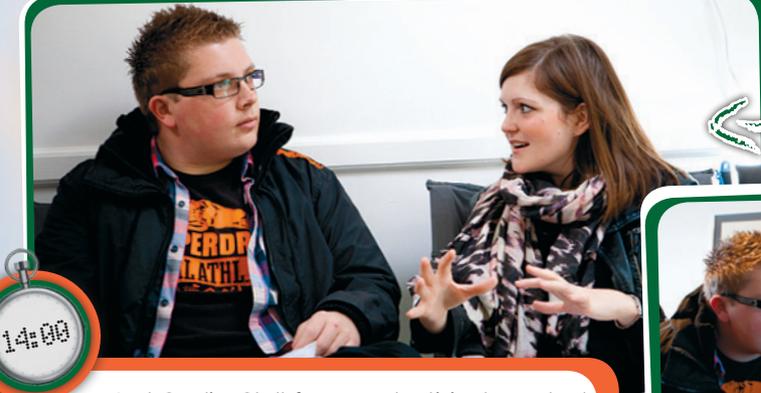
Finally it's time to start shooting! I'm amazed at the attention to detail. Every expression and gesture has to be perfect, so there are lots of discussions and retakes to make sure we get it exactly right. The actors' make-up is touched up every few minutes. The props stylist keeps plumping cushions and making sure things are looking just right.

11:00



12:30

A quick lunch break. Timings are especially tight today because one actor is under 18 and there are strict rules about the hours she can work. With so many people on the set, no wonder they need outside catering. There are two producers, two creative directors, a film director, actors, make-up, sound, lighting, camera and props crew... and more!



14:00

I ask Caroline Okell, from our advertising team, about the thinking behind the ad. This year we're shooting a series of adverts showing that Christmas is a special season with lots of really enjoyable events and moments. The one we're shooting today is all about the temptation to open your Christmas chocolates early. We know that customers like to treat themselves at Christmas. This advert (top right) shows a mum and daughter arriving home, tired from a day of Christmas shopping. They decide to treat themselves by eating some of their Taste the Difference Belgian milk chocolates.



17:00

I finish my day by watching the playback. There's a lot of hanging around - it's not all glamour! The director tells me today's nine hours of filming are nothing compared to the time it'll take to edit the final ad for screening and add a voiceover and captions. It'll be 20 seconds of perfection, I'm sure - I can't wait to see it on TV!

Have you seen our ads? The campaign launched on 13th November and will run right up to New Year's Eve. You can view the adverts at [www.youtube.com/user/Sainsburys](http://www.youtube.com/user/Sainsburys)