

Dear Customer

As you will be aware, it is only six months to go until the London 2012 Olympic and Paralympic Games. London will be packed with visitors during the summer which presents exciting opportunities and also some challenges for everyone. The Olympic and Paralympic Route Networks (ORN and PRN) will be in operation, making some roads through London much busier than usual and some locations harder to access. Journey times will increase in most cases. It is estimated that 800,000 spectators and 55,000 competitors, officials, staff and media will travel to and from the Olympic venues each day.

As a result we need to determine how we can continue to supply you in the most efficient and timely way. We have therefore decided that during the period from 29<sup>th</sup> July to 11<sup>th</sup> August we (like a number of other suppliers) will make the majority of our deliveries into Central London during the night.

Not all of the restrictions will affect everyone, and not all of the potential solutions will be applicable to your business therefore we would like to work with you to ensure we maintain a reliable supply throughout this period.

If any of the above causes you any issues please feel free to contact us at [london2012@cheesecellar.co.uk](mailto:london2012@cheesecellar.co.uk) to discuss or alternatively contact your Account Manager with any queries.

Thank you for your co-operation and we will be in touch in due course with more precise details of the amended delivery times.

Yours sincerely

Robert Elliott  
Operations Manager