

CheeseCellar

Thank you for your  
business during 2011



Firstly, a big thanks to you all for your custom throughout 2011.

We aim to keep adding to our range to make it interesting and to provide you with choice. We keep looking for new producers with interesting products - we have many visits and discussions with producers and of course lots of tasting. Your feedback is so important - we need to be sure that we are sourcing what your customers are asking for and we need to be certain that you are happy with our service.

Please always provide us with feedback as it helps us to keep improving both our products and services.

Delivering for Olympics 2012



**After years of anticipation and planning, we are just a few months away from the Olympics.**

We all hope that it will be a great boost for the UK. We have put systems in place to manage demand leading up to and during the Olympics. Night-time deliveries will be taking place to avoid busy periods. We understand that no

one knows quite how we will all be affected but we are planning to ensure deliveries are made on time.

If you have made any preparations which will have an effect on your usual deliveries or ordering patterns then please contact your account manager to discuss.

## The Red Tractor British quality guarantee



You will start to notice that many of Cheese Cellar's products carry the Red Tractor symbol.

You can have full confidence in the traceability of products carrying this symbol. It means that the animals used in the production process can be traced back to the farm where there are high welfare standards. 80% of all products used by nominated suppliers and caterers for the Olympics must carry Red Tractor status. We are working with our UK suppliers to add more to the list.

To view our Red Tractor range please visit:

<http://www.cheesecellar.co.uk/latest-news/red-tractor-product-list>

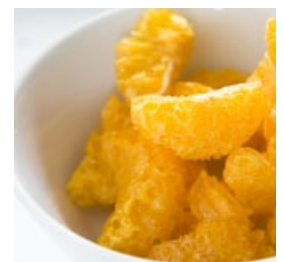
## Graham Stoodley, Category Manager for Dell'ami (AKA the Olive Hunter!)

Graham has one of the best jobs (we think!) - he travels to fabulous places in the Mediterranean to select the best olives, olive oils, Mediterranean vegetables and other interesting products such as rice and vinegars. He also travels in the UK to source rapeseed oil and the handmade bowls for our olives. Some new additions are semi-dried tomatoes from Turkey and delicious capers from the Safi region of Morocco. Back in Battersea we also create our own bespoke olive mixes, pestos and pastes.

You can download the dell'ami brochure on our website  
[www.cheesecellar.co.uk/downloads](http://www.cheesecellar.co.uk/downloads)



# Freeze dried fruit, patisserie, chocolate, purees...



Cheese Cellar's patisserie selection keeps growing and with the support of Claire Clark MBE, one of the top pastry chefs in the world and Andrew Gravett, Patissier for Valrhona in the UK - we have been able to host demonstrations for our customers. The two events this Autumn were a great success; one held at Manchester United and one at the fabulous cookery school, Eckington Manor in Worcestershire. We have more events planned for 2012 - please contact us if you would like to hear more about these events. You can also see pictures from the events on our Facebook page. Find us at Cheese Cellar – Patisserie

Cheese Cellar are proud to release our new flour brochure which is hot off the press and can be downloaded from our website:

[www.cheesecellar.co.uk/downloads](http://www.cheesecellar.co.uk/downloads)

## Don't forget cheese!

Although we are adding to what we do at Cheese Cellar, cheese is still central to what we do. We all love cheese and the fact that we taste every new product many times is a perk of the job!

We listen to what you are looking for - add to the range and also remove products too. We have introduced 15 NEW CHEESES this Winter including a traditional rennet Stilton from Cropwell Bishop and a washed rind ewe's milk cheese from Gloucestershire, Nuns of Caen. For more details on our new cheeses selection please visit our website [www.cheesecellar.co.uk/latest-news/new-winter-cheese-selection](http://www.cheesecellar.co.uk/latest-news/new-winter-cheese-selection). There will be more new cheeses in the spring... and additional warehouse space in Battersea to store these and other products.

Within the Company we boast over 100 years of cheese knowledge. Our two Cheese Specialists William Cohen and Tom Badcock, are a fountain of knowledge, and what they don't know about cheese isn't worth knowing! They're here to help you create cheeseboards and offer their knowledge and experiences with you to ensure you get the best out of our products. Their skills are shared within the Company too. They run product training sessions on a monthly basis to ensure we are all learning and developing our own product knowledge which in turn we can pass over to you.

## Going Green

Cheese Cellar has worked hard during 2011 to manage waste, recycle and adapt our approach to energy consumption.

This approach resulted in winning the Best Sustainable Transport category at the Wandsworth Green and Heartbeat Awards. You can read more about our success on our website: [www.cheesecellar.co.uk/latest-news/cheesecellar-wins-in-green-awards](http://www.cheesecellar.co.uk/latest-news/cheesecellar-wins-in-green-awards).

Our involvement with the Food Kitchen

means that our better waste food is being enjoyed by homeless people.

We are rolling-out our trial of delivering product in reusable crates which we collect on the next delivery.

This means we have cut down hugely on cardboard waste for both us and you, the customer. Anaerobic digestion is something that we are looking into, as a way to use waste food to create energy - this will be a project for next year so watch this space...



*It is important, especially in the current economic climate that we keep developing and reinventing our business in order to provide you, our customer, with the service and products that maximises your business.*

*Please let us know if there is anything we are getting wrong or that we could be doing better and we will do our best to get it right.*

*Nick Martin (Managing Director)*