

FIRST CONVENIENCE STORE IN UK TO OFFER CLICK AND COLLECT SERVICE ON GROCERIES

Submitted by: Lambs Larder

Wednesday, 11 July 2012

LOCAL PRODUCE TO COMPETE WITH THE SUPERMARKETS

BELLS YEW GREEN, EAST SUSSEX, JULY 11TH, 2012: Lambs Larder Limited has launched what it believes is the first "Click and Collect" service for groceries by a convenience store in the UK.

Whilst "Click and Collect" is a growing phenomenon for non-food products, very little has been done to date for grocery shopping.

"It is unusual for a small village shop to go to this much effort to add a level of convenience for their customers but we believe even the smallest of enterprises can innovate and show the big players a thing or two" said Peter Lamb, owner of Lambs Larder.

Lambs Larder (<http://www.lambslarder.co.uk>) has implemented a sophisticated Shopping Cart System (<http://www.lambslarder.co.uk/shop/index.php>) on its web site that enables customers to shop online and collect their order when it is convenient to them. All products are picked and packed ready for collection within 24 hours. The benefits to the customer are numerous and include:

- 24 hour shopping
- Access to best quality Local Produce
- No need to wait around for a delivery
- Reduces impulse buying
- Saves time and money

Lambs Larder is known for its focus on local produce and boasts over 25 local suppliers, a key differentiator from the supermarkets. It is hoped that "Click and Collect" will extend the reach of the shop to as much as a 20 mile radius.

EDITORS NOTE:

Lambs Larder is a new kind of convenience store focusing on both quality local products and traditional convenience items. We believe a large part of Britain's financial recovery will come from Localization.

Peter Lamb is a dual Australian/British citizen who lives with his wife and 3 children in Groombridge, East Sussex. Prior to opening Lambs Larder Limited, he had no retail experience.

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