



Lincolnshire Co-op
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MEDIA RELEASE

Thursday 15th April 2021

OPENING DAY ANNOUNCED FOR £1.5M FOOD STORE

A new **food store** in **Whittlesey** will officially open its doors to shoppers on **Thursday 29th April**, having created **12 jobs** for the local area.

The **£1.5m outlet** will feature services including a wide range of groceries, freshly baked goods, food-to-go options, meal inspiration, chilled beers and wines, 100% British meat and takeaway Costa Coffee.

It will stock products from Lincolnshire Co-op's **Love Local** range, which sources goods from **60 local producers**, including beverages from **Fenspirits** and **Elgood's Brewery**, both based in Wisbech, and sausages, pork pies and scotch eggs by **Grasmere Farm**, based in Deeping St James. A **Free From** range will also be on offer.

The store, in West End, features a car park with 19 spaces and will open from **7am until 10pm**, seven days a week.

Lincolnshire Co-op is an independent co-operative. The head office is in Lincoln and it mainly trades in Lincolnshire and the surrounding counties. This is the Society's first Cambridgeshire outlet, though it runs food stores in the local area including **Crowland, Whaplode** and **Morton**, near **Bourne**.

The Society has its **own membership scheme** and distinctive royal-blue dividend card featuring the Lincolnshire Co-op logo. Members receive benefits including **dividend** when they shop, plus **extra dividend** on fresh fruit and veg, Fairtrade products and local goods, as well as a **bonus** each year.

Whittlesey Community First Responders will be the first group to benefit from the fundraising **Community Champions scheme**, which sees a donation made to a good cause every time a member shops with their **Lincolnshire Co-op dividend card**.

There will also be a collection point in the store for donations to **Whittlesey Emergency Food Aid**, the local food bank.

Store Manager Kim Arnold said: *"We can't wait to meet our customers and show them what Lincolnshire Co-op is all about.*

"We've made lots of connections with community groups and organisations in the local area already and we're looking forward to working together with them in lots of different ways in the future, starting with our Community Champions fundraising for the local first responders."

Within the store, there will be **social distancing measures** in place including a limit on the number of customers shopping at one time, markings on the floor showing two metre distances, till screens and a sanitising station.

In line with national legislation, customers visiting the store will be required to wear a face covering, unless they are exempt.

Ends

**For more information contact:
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CONTACT DETAILS NOT FOR PUBLICATION

Notes to editors:

1. **Lincolnshire Co-op** is an independent co-operative society. Its purpose is to bring together ideas, energy and resources to make life better in communities. It has 290,000 members and 2,800 local colleagues in Lincolnshire and the surrounding counties and an elected board of directors who oversee the business.

The Society provides **valued services** and supports the **local economy** from outlets across its trading area including food stores, filling stations, post offices, travel branches, funeral homes, coffee shops, a florist, a crematorium and community libraries. It also cares for people's **health and wellbeing** through its pharmacies and support for a network of health walks. Local good causes benefit through its Community Champions scheme and together, colleagues and members also look after the **local environment** through volunteering.

As well as its trading outlets, Lincolnshire Co-op owns properties from flats and houses to commercial premises. The Society brings land and buildings back into use to create attractive environments. With Lincolnshire Co-op as landlord, rents stay local and are invested in schemes that benefit the community.