



Gazette & Mustard Makers Intelligencer

Spring 2013

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New
Prices
April 1st

Sales-Boosting British Bonanza - COMING SOON

In May we're going to be running a brilliantly British promotion to tempt your customers to buy even more Tracklements. All will be revealed soon so watch this space...

New Trade and Consumer Websites

We've given our website a good old spring clean! This May, we will be launching our new-look site along with a much easier online ordering system for you. We love speaking to you on the phone but know sometimes the best time for you to order your Tracklements is when the rush of the day is over! We try to do everything we can to make things as easy as possible for you so do take a look at our new online ordering site when it goes live in May.

NEW Free POS Material: Turn Browsers into Buyers

Point of Sale material is a great way to entice your customers to move from browsing to buying! As well as our recipe postcards, this spring we have some new shelf talkers to add to the collection. These are for Beetroot & Horseradish Relish, Onion Marmalade and Green Tomato Chutney. If you'd like any of these, simply ask when you place your next order.



Show Stoppers: Taking Tracklements to the People

As we are sure you'll know to try Tracklements is to love it. This is why we go to so many shows throughout the year; to introduce new consumers to the brand and current customers to new products. We encourage them to search for their local stockist to restock! This spring we'll be at:

26th-28th April	Exeter Food Festival	Northernhay Gardens, Exeter
2nd-6th May	Badminton Horse Trials	Badminton, Gloucestershire
9th-12th May	Malvern Spring Gardening Show	Three Counties Showground, Worcestershire

Do pop by if you're visiting and if you are located near the show, don't forget to tell your customers to come and taste products which they can repeat purchase from you! If you would like some point of sale material letting your customers know about the show, we'd be happy to send you some.

Fond Farewells

We always want to keep our range as relevant as possible for you and your customers so that you can come to Tracklements for all your condiment needs. This means that this April we are saying farewell to a few products in our range. Unfortunately the price of damsons has soared so, for the time being, we've had to stop making Damson Jelly. Green Peppercorn Mustard, Sweetcorn Relish, Apple & Mint Jelly and the Vinaigrettes have also been discontinued.

If you would like any information about our advertising, postcards, shelf talkers or any other promotional material, please call *All Glennie*.

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INVESTOR IN PEOPLE

The specialist's own specialist
For more information about Tracklements,
or to place an order please call
Gina, Fay, Nancy or Alex in sales.

Brilliantly British Seasonal: Pickled Onion Relish

Our Seasonal products are a great way to create interest in your Tracklements display and boost sales. Available for a limited period only, this March we have a wonderfully British Pickled Onion Relish. True to tradition, we pickled our onions over the winter before chopping and introducing just enough chilli to give it depth of flavour, mustard seed for interest and raw cane sugar to take the edge off the sharpness leaving you with a wonderful relish with a tangy bite, perfect with those Sunday spreads of cold meats, pork pies and cheese!

Pickled Onion Relish is available now in cases of 6x200g at £11.00, RRP £2.95.



It's Back: Roasted Cherry Tomato Relish

Following reports of great sales when we sold Roasted Cherry Tomato Relish as a seasonal product, we have introduced it to our main range. Delicious with goats' cheese and freshly-baked crusty bread, recommend your customers also try it with white, meaty fish straight from the grill or beach barbecue in the summer.

Roasted Cherry Tomato Relish is available now in cases of 6x210g at £12.75, RRP £3.40.

Tempting Tasters: Onion Marmalade in Counter-top Box Promotion

Entice customers to try Tracklements award-winning Onion Marmalade with free 110g jars of Onion Marmalade. Tracklements introduced Onion Marmalade to the UK so make sure you let your customers know that they are eating the original and the best. To receive 12x110g Onion Marmalade free of charge, simply order 2 cases of 365g Onion Marmalade and we'll send them along with Sticky Onion Marmalade Sausage recipe postcards. We recommend giving these away to loyal Tracklements consumers who haven't tried our Onion Marmalade or pop them by your till, sell them by your till, sell them by your till, create a great impulse purchase. After trying these little jars, your customers are sure to be back for a full-sized jar.

Onion Marmalade is available in 6x365g at £13.65. Onion Marmalade counter-top box filled with 12x110g Onion Marmalade available from 1st April until stocks last free of charge when ordering 2xcases of 365g Onion Marmalade.

