Advertorial

NEW DEAL BRINGS MASSIVE PRICE CUTS

ARDKEEN
QUALITY FOOD STORE

Local independent retailer Ardkeen Quality Food Store has signed a deal with a major UK distributor and is passing on the dramatic price reductions to its customers on 1000's of products.

New lower prices

Value is more important than ever these days and after an intensive review of their buying procedures Ardkeen Quality Food Store have teamed up with Nisa Today's, the UK's leading member-owned grocery supplier to deliver even more long term price cuts to their customers. **Starting today, 1000's of everyday products and brands across all ranges are reduced significantly.** This is being delivered without sacrificing Ardkeen's commitment to local, artisan and Irish suppliers. Commenting, Colin Jephson, Director, Ardkeen Quality Food Store, said;

"We are strongly committed to bringing our customers exceptional quality and great value. Our new association with Nisa is helping us to ensure we can offer significantly lower prices to our customers, right across our product range."

Nisa Today's is owned by its members, which enables independent retailers like Ardkeen to strengthen their buying power resulting in substantial cost reductions, which can then be passed on to the consumer. The New Lower Prices are highlighted throughout the store so customers can readily compare the considerable price differences and see the savings available.

A family run business, located on the Dunmore Road for more than 40 years, Ardkeen Quality Food Store is no stranger to adaptation and innovation, originally a small family run store with petrol pumps it has now developed into an award-winning food store with a diverse product range. The ethos at Ardkeen Quality Food Store is firmly cemented in a high standard of customer service and the 'New Lower Price' campaign is an excellent example of their response to changing consumer needs.

Pictured with Kevin Jephson, Ardkeen Quality Food Store is Andrew Mouse of Nisa Today's

LOVE FOOD SPEND LESS

Love Food Spend Less, is an innovative instore and online campaign from Ardkeen Quality Food Store aimed at helping consumers make good food choices in these straitened times.

The campaign is based on smart shopping, buying less but of better quality and planning your meals. A quick tour of the aisles or **www.lovefoodspendless.com** will assure the customer of multiple ways to solve their credit crunch concerns. Store cupboard essentials at very economical prices, locally sourced lean cuts of meat and in-season fruit and vegetables are some of the areas that provide fantastic value for money, the store is also hosting a number of cookery demonstrations, using well known local chefs and food producers to share their knowledge of frugal, healthy cooking.

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