



Free shopping for millionth customer

Being *'loyal to local'* is evident at the Suffolk Food Hall as after a little more than 2,700 days of trading, the farm shop prepares to serve its one millionth customer. To celebrate this, the family run retail and restaurant business underneath the Orwell Bridge is going to give the entire basket at the check-out or the whole bill in the restaurant to one lucky customer for free, along with 2,700 loyalty points (one for every day of trading) for the customer to redeem at their leisure.

“Customer support for Suffolk Food Hall has surpassed our expectations,” commented Robert Paul, “and it’s been a pleasure becoming part of the community since we opened in May 2007.” “As well as a having a strong local following,” added Oliver Paul, Robert’s co-director and cousin, “the company now employs 102 staff and since opening has contributed £19.3 m to the local economy.”

Suffolk Food Hall has decided that the best way to celebrate this feat, is to make the millionth transaction completely free to an unsuspecting customer and give that customer a loyalty point for every day the business has been open. “Time to get the balloons, party poppers and trumpets out” quipped Robert.

The current projection indicates the lucky customer will visit towards the end of next week but to keep an eye on the revised forecast for the millionth customer, and your chance to win your entire basket spend or lunch for free, follow on Twitter @suffolkfoodhall and @TheCookhouse

More about the Suffolk Food Hall www.suffolkfoodhall.co.uk

Since opening in May 2007, Suffolk Food Hall has quickly established itself as an exemplar for local food. Started by Suffolk farmers who wanted to ensure friends had the best access to much of the fresh and original food produced locally; the Food Hall brings together the best local specialists and has a wide selection of artisan and luxury food & drink including a scratch baker, traditional butcher, fishmonger & delicatessen. It is also home to the ‘Best On Farm Restaurant’ in Britain (2014), along with a unique jumping pillow for children, in a stunning location.

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