



Press Release

10 May 2011

2011 Godalming Food Festival Announces Waitrose As A Sponsor

Godalming & District Chamber of Commerce – the organisers of the 2011 Godalming Food Festival – have announced that Waitrose has kindly agreed to be one of this year's Festival sponsors.

Chamber President, Renato Rufus, said 'We are so delighted and grateful for this wonderful support from Waitrose. The sponsorship they gave the Festival last year helped us to make it a hugely successful event. It's great that they want to extend that support to the 2011 Godalming Food Festival as well and we're really looking forward to working with them again. Waitrose has an excellent association with quality food, which fits really well with the focus of the Festival. Preparation for this year's event is well under way and we already have an Italian Market, a Farmer's Market and other stallholders confirmed who'll be selling locally sourced and produced products. The retailers, bars, restaurants and businesses in Godalming are also planning 'themed' activities and performing groups are lining up to appear throughout the day on the 'Pepperpot Stage'. Waitrose's support will enable us to continue to build on last year's tremendous success.

Andy Compton, Waitrose Godalming Branch Manager, commented "We're delighted to be supporting the Godalming Food Festival for the second time. Last year's event was a resounding success and we hope 2011 will be too. Our Partners are really looking forward to sharing their knowledge and passion of food with visitors and we hope to get some of our local suppliers involved as well."

He added "Waitrose is totally committed to supporting the local community and it is fantastic to be part of a highly successful Chamber of Commerce, which is clearly focussed on developing Godalming's Town Centre."

The Festival is run by The Godalming & District Chamber of Commerce. It is also supported by The Surrey Advertiser, Godalming Together, Waverley Borough Council and Godalming Town Council. There are still opportunities for those wanting to be involved in this year's event to do so. In particular, the organisers are keen to hear from:

- volunteers who would like to help with the organisation of the event and marshalling on the day
- stallholders (although the number of stalls available are reducing rapidly) and
- performers interested in taking part on the Pepperpot Stage.

Those interested should contact Simon Thornton, the Event's Manager, by emailing simon.thornton@godalmingchamber.org or visit the Festival's website www.godalmingfoodfestival.com. People can also get updates via the Festival's twitter and facebook pages.

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Contact:

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About Godalming & District Chamber of Commerce

The Godalming & District Chamber of Commerce represents a wide range of different sectors including retail, catering, professional services, industry and general commerce. As a group it also has the advantage of a community drawing on a huge range of skills, knowledge and resources to deliver real benefits and results to our membership. The Chamber is made up of individual business owners and managers who want to improve the business environment they and their colleagues work in. It represents members from the Godalming district. As well as the town of Godalming this includes Farncombe, Compton, Hurtmore, Milford, Witley and Hascombe. www.godalmingchamber.org



About Waitrose

Waitrose currently has 237 branches dedicated to offering quality fresh food, value and customer service. In January 2010, Waitrose was recognised, for the fifth year running, as top Food & Grocery Retailer in a poll of 6,000 shoppers carried out by retail analysts Verdict Research and was named the UK's favourite supermarket in customer satisfaction survey by consumer magazine Which?

The latest Kantar (formerly TNS) Worldpanel figures (12 week total grocery date to 21st February 2010) show that Waitrose has lifted its market share to an all-time record of 4.3%, and posted 15.5% year-on-year growth, against an overall grocery average of 5%. The food shop enjoys one of the best reputations for dealing with farmers and suppliers.