

NEWS FROM LEWIS & COOPER

• PURVEYORS OF FINE FOOD AND WINE SINCE 1899 •

Say it without flowers – hamper firm teams up with florist

A FINE food firm that has been sending luxury hampers all over the world for more than a century has teamed up with one of the region's fastest-growing floristry firms.

Lewis & Cooper produces thousands of hampers each year from its base in Northallerton, selling via the internet as well as stores in Yarm and North Yorkshire's county town.

Earlier this year it was approached by customer Russ Sawdon, who established Flowerhouse from scratch six years ago.

"We've built up a strong customer base from our shops in Hartburn, Stockton, and Acklam in Middlesbrough," he said. "Our customers recognise our commitment to service and quality when it comes to beautiful flowers, whether it be for weddings, homes, or to say thank-you."

Mr Sawdon said he had been looking hard for something to offer customers – both private and corporate – who wanted to send non-floral gifts.

"Flowers are not always appropriate – for example for many male recipients. We have long loved Lewis & Coopers' fabulous offering of good food and drink, so were delighted with the range of 15 exclusive gift packs and hampers their team put together for us.

"Now, when someone rings up wanting something by way of a thank-you, or perhaps to say sorry when something has gone wrong, we can offer an alternative to the more traditional floral bouquet, from the tempting Lewis & Coopers at Flowerhouse range."

Lewis & Cooper's general manager, Victoria Howard, said: "We were delighted to be approached by Russell to put together a special range for Flowerhouse. It was



immediately apparent that our businesses value the importance of supplying top quality products at competitive prices, combined with the best possible service.”
Prices for the bespoke gift packs start at £19.99.

Mr Sawdon, an ex-B&Q manager whose love of flowers has its roots in a childhood spent watching his florist mother Tina at work, established Flowerhouse in 2003. The business now employs 14 people and has more than 60 regular corporate customers, delivering hundreds of bouquets a week. This year, more than 100 brides will have their wedding flowers created by Flowerhouse, which also stocks top quality glassware and Floralsilk everlasting flowers.

The finishing touches are currently being applied to a full ecommerce site for the firm. The site, which represents an investment of several thousand pounds, will be up and running by the end of the year.

- Flowerhouse can be found at 1 Harper Parade, Hartburn, Stockton, TS18 5EQ (01642 588888) and 269 Acklam Road, Middlesbrough, TS5 7BP (01642 812700), enquiries@flowerhouseuk.com. www.flowerhouseuk.com.

Friday, September 4, 2009

NOTES TO EDITORS

- Please find attached jpg pictures showing Russ Sawdon with Lewis & Cooper’s hamper sales manager, Mel Rose (left), and L&C general manager, Victoria Howard.
- For press inquiries, please contact Gareth Dant at *maximedia* on 01609 760059 or 07929 869269.
- Lewis & Cooper’s Northallerton store is at 92 High Street, telephone 01609 772880; a second, new store is 109 High Street, Yarm, telephone 01642 784158. The Northallerton store is open 8.30-5.30 Monday-Friday, 8am-5.30pm on Saturday and 11am-4pm on Sunday. The Yarm store opens at 9am, Monday-Friday, otherwise its hours are the same.
- Lewis & Cooper stocks thousands of lines, including its multi-award winning hand-made plum puddings, luxury fruit cakes and massive range of world-famous hampers. For more details of these, and of their many awards, please visit www.lewisandcooper.co.uk.

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