

Great News From

July 2009



La Hogue

Farm Shop & Delicatessen

CHRIS & JO TO STAY!



As you were probably aware, following Chris having a worrying health scare at the end of last year we had reluctantly offered the shop for sale.

However, following a highly successful heart procedure 8 weeks ago, together with an updated excellent long term prognosis, (Chris is even in the gym twice a week!) we are delighted to announce that we have decided to continue to run La Hogue and personally take your Farm Shop forward into the future!

The last six months have been a bit of an emotional rollercoaster, however, the next six months and beyond, should prove to be very exciting with several new developments planned and exciting events and promotions lined up for your Farm Shop.

We would just like to take this opportunity to thank you sincerely for your continued support of your Farm Shop and we hope to see you very soon!

Chris & Jo

Following a lot of research and monitoring the farm shop will now open:

NEW OPENING HOURS

Tuesday to Friday 10am – 6pm

Saturday 9am – 5.30pm

Sunday 10am – 4pm

CLOSED MONDAY

Starting 28th July 2009



In the News Again!

We were thrilled that La Hogue was independently included in Britain's top 50 farm shops in a recent Sunday Telegraph Guide.

La Hogue was only one of three chosen from the whole of the East of England. You can see the article in the shop or Google Telegraph Top 50 Farm Shops.

La Hogue Farm Shop & Delicatessen, Chippenham, Ely, Cambs CB7 5PZ

Tel: 01638 751 128 Email: info@lahogue.co.uk www.lahogue.co.uk



To celebrate Chris & Jo continuing at La Hogue, every month we'll offer you an item from the butchery, deli and fruit and veg sections at amazing value for the whole of that month.

** AUGUST SPECIAL OFFERS **

Local new potatoes
(produced on a neighbouring farm)

were 69p/kg now only 49p/kg (23p/lb)
Less than ½ price of Tesco's and a third of Waitrose!

Free Range Pork Loin Steaks

were £6.95/kg now only £4.95/kg!
Average size steak less than £1!

Barbers Vintage Reserve West Country Cheddar was £10.50/kg now only £8.40kg!

NEW PRODUCTS

- ◆ Potted Dorset Crab
- ◆ Handmade Thai style fish cakes
- ◆ New extended range of delicious locally sourced frozen fish including plaice, cod, salmon fillets and lightly oak smoked haddock and cod & delicious tiger prawns.
- ◆ Our butchers own homemade Spanish style chilli pork sausages (ideal for the BBQ!)
- ◆ Wild boar and apple sausages
- ◆ Homemade La Hogue Eton Mess Strawberry Roulade

IN SEASON

- ◆ Fresh Cromer Crabs
(available Friday & Saturday)
- ◆ Local broad beans
- ◆ Local runner beans
- ◆ Home-grown and local potatoes
- ◆ Local strawberries and raspberries
- ◆ Local wild venison – available from 1st week of August



Due to your overwhelming requests and demand, we are once again making our own homemade steak & kidney, steak & Ale and chicken, bacon and mushroom pies in our farm kitchen.

We have increased the portion sizes (but not the price) with 1 & 2 person portions available.

Our pies are exclusively made with local prime cuts of meat, (Suffolk Beef and Chicken, Suffolk Bacon and even the Mushrooms are from Suffolk!)

Back to Basics

They're back!

Homemade traybakes, Victoria sponges and chocolate sponges available every day in the shop

You can be absolutely sure of their availability by ordering with a few days notice.



- ◆ Sat 19th & Sun 20th September – Grand Local Producer Fayre 10-4pm both days
- ◆ Sat 7th & Sun 8th November – Christmas tasting weekend & opening of La Hogue's Magical Christmas Barn

GRAND LOCAL PRODUCER FAYRE 2009

Sat.19th & Sun.20th September

To celebrate British Food Fortnight over 50 local producers and farmers will be at La Hogue letting you taste their delicious products.

+ Some special events for all the family

Over 3,000 people attended this excellent event last year,

So don't miss out this year

Further details soon available on our website

www.lahogue.co.uk



PRICE COMPARISON—20 “Everyday Items”

We are only too conscious that most people are watching expenditure at present but that doesn't mean you have to compromise on great food, produced locally. In fact you may be surprised by the following price comparison with Waitrose on some everyday food items

(prices taken from Waitrose Website)	Waitrose £/kg	La Hogue £/kg	La Hogue +/-
Aberdeen Angus Sirloin joint	£25.99	£17.49	- £8.50
Aberdeen Angus Beefburger	99p each	£60p each	- 39p
Aberdeen Angus Rib Eye Steak	£24.99	£19.99	- £5.00
Aberdeen Angus Rump Steak	£17.99	£12.95	- £5.04
Lamb Chop	£15.49	£12.59	- £2.90
Pork Belly Slices	£5.49	£5.18	- £0.31
Free Range Pork Loin Steak	£10.19	£6.95	- £3.24
Duck Breast Fillet	£22.99	£14.65	- £8.34
Waitrose Chicken	£6.39	£4.02	- £2.37
Waitrose Chicken Thighs	£7.99	£5.16	- £2.83
East Anglia Carrots	£1.05	90p	- 15p
East Anglia Flat Mushrooms	£9.45	£5.30	- £4.15
East Anglia New Potatoes	£1.79	49p	- £1.30
Broad Beans	£4.98	£2.70	- £2.28
Runner Beans	£6.36	£3.55	- £2.81
Cornish Yarg	£18.00	£15.90	- £2.10
Blue Stilton	£14.00	£13.70	- 30p
Keens Cheddar	£15.60	£15.30	- 30p
Organic Cheddar	£13.00	£12.70	- 30p
Parmiggiano Reggiano (Parmesan)	£26.00	£19.90	- £6.10

Less than 1/2 price!

Farm shop doesn't mean expensive – just good quality, locally produced food at outstanding value

~ Come and See for yourself ~

We produce our newsletter approx 4 times a year giving you all the news and updates from your Farm Shop.

If for any reason you no longer wish to receive our newsletter or have moved please let us know.

Please REMOVE me from the mailing list, I no longer wish to receive the newsletter or any correspondence from

La Hogue Farm Shop - Please complete your details over leaf. Thank you

Customer Questionnaire July 2009

In order for us to give you the best products, service and satisfaction at your farm shop, it is VITAL for us to know your views – How are we doing? Without you there would be no La Hogue! Please, Please, honestly, fill out the brief customer questionnaire and either return it to the shop, email it or post it and you will automatically be entered in our free prize draw to win a local goods hamper worth £50.

All questionnaires will be treated in the strictest confidence, however, if you would prefer to remain anonymous please feel free to return it without your details

1. How do you rate our staff and overall customer service level at La Hogue? Excellent Good Average Poor

Comments:.....

2. How do you rate the quality of the following products offered at La Hogue? Excellent Good Average Poor

	Excellent	Good	Average	Poor
Butchery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit & Veg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delicatessen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home Produced (from our Farm Kitchen)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:.....

3. How do you rate value for money of the following products offered at La Hogue? Excellent Good Average Poor

	Excellent	Good	Average	Poor
Butchery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit & Veg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delicatessen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home Produced (from our Farm Kitchen)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:.....

4. How often do you visit La Hogue? Weekly Monthly Now & Again

Are there any particular changes/developments that would make you visit more often?

Comments:.....

5. Please rate the following possible developments as far as do you think they are a good idea and/or you would potentially use them.

	Good Idea	Bad Idea
Tea room / café	<input type="checkbox"/>	<input type="checkbox"/>
Childrens' Play Area	<input type="checkbox"/>	<input type="checkbox"/>
Pet & Animal Feeds	<input type="checkbox"/>	<input type="checkbox"/>
Fishmonger	<input type="checkbox"/>	<input type="checkbox"/>
Others (please specify)		

Name:..... Address:.....
Post Code..... Email Address.....

Win an East Anglian Food Hamper Worth £50!