

# WALKER'S WORLD



NEWSLETTER OF WALKER'S BAKERS & CHOCOLATIERS - No 1

## LAUNCH ISSUE MESSAGE FROM THE EDITOR

A very warm and traditional Yorkshire welcome to the pioneering launch issue of **Walker's World**.

Here at Walkers Exclusive Chocolates, Bakery and Tearooms, we're constantly looking at ways in which we can enhance our lines of communication with both present and potential customers.

The introduction of our own company newsletter is seen as an ideal communications tool, keeping both staff and our valued and fast-expanding customer base fully informed about the latest developments in our increasingly successful, family-run business. Our credibility has been built on our ability and reputation to provide only the best quality products, backed up by customer service levels that, we believe, are second to none.

All our mouthwatering chocolates are hand-crafted at our chocolate-making factory in Skipton, while in the bakery all bread and other products are baked fresh on a daily basis. We trust you will enjoy reading our new newsletter, packed with news and pictures about the business.



It also contains a special tear-off form which allows you to place your orders for our ever-popular **Chocolate Presentation Boxes**, which come in various sizes and can be easily tailored to your personal tastes and requirements.

With Christmas just around the corner, our Presentation Boxes, which can be posted by mail order throughout the UK, are a superb and unusual gift idea for family and friends. Having said that, the mail order form can be used at any time of the year to purchase our Presentation Boxes - for special occasions such as birthdays or anniversaries perhaps. Or simply as a treat for yourself because you deserve it.

Full details about how you can place your Walkers Presentation Box orders are contained in the newsletter.

Remember, you can also order online at our newly redesigned website -

[www.exclusive-chocolates.co.uk](http://www.exclusive-chocolates.co.uk)

It's quick and easy, but if anyone is unsure, please feel free to pop into either of our two

shops in Water Street and Newmarke Street, or give us a call. We'll be more than happy to assist you.

We are also keen to promote reader participation and hope you will enter the prize competition we are running in our launch newsletter, as well as providing us with your contact details so we can ensure that you're held on our databases.

This will mean that we can send you future issues of our newsletter and details of other special offers and promotions.

Any feedback will, of course, be more than welcome. We will listen very closely to any sensible suggestions or ideas you may have to help us improve all areas of our business and offer improved customer service.

In conclusion, a fitting tribute to our valued staff.

We have an excellent team here at Walkers, many of them long-serving, all loyal and committed to offering the very best in customer service. There is little doubt that our continuing success is down to this top-notch team, who will go that extra mile to help our customers.



*Robert Walker*

### CHRISTMAS MAIL ORDER PRESENTATION BOXES - SPECIAL OFFER

Place and pay for your order before the end of November, 2006, and receive **10% discount** on all sizes of boxes

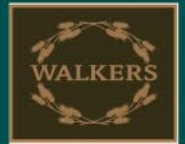
**THE IDEAL CHRISTMAS PRESENT FOR FAMILY AND FRIENDS - OR AS A PERSONAL TREAT!**



## WALKERS EXCLUSIVE CHOCOLATES

HAND-MADE IN THE YORKSHIRE DALES

ORDER NOW FOR CHRISTMAS



### STOP PRESS

NEW BAKERY SHOP TO OPEN IN MARKET PLACE, GRASSINGTON, MID-NOVEMBER, 2006, FOR YOUR DAILY BREAD .... AND MUCH MUCH MORE

## WALKERS CHOCOLATIERS, BAKERS & TEAROOMS

4, WATER STREET, SKIPTON Tel 01756 791494 Fax 01756 709654

Chocolate Shop also at 18, NEWMARKET STREET, SKIPTON Tel 01756 709324

ORDER MAIL ORDER CHOCOLATES ONLINE @ [www.exclusive-chocolates.co.uk](http://www.exclusive-chocolates.co.uk) e-mail [info@exclusive-chocolates.co.uk](mailto:info@exclusive-chocolates.co.uk)

Bakery website [www.walkers-bakery.co.uk](http://www.walkers-bakery.co.uk) email [info@walkers-bakery.co.uk](mailto:info@walkers-bakery.co.uk)