

Twyford, Berkshire (238) : Opening

Waitrose Twyford in Berkshire opened on 28th March 2000. The following appeared in The Gazette at the time.

New branch reflects most up to date thinking Waitrose Twyford opens

Waitrose opened its latest branch in Twford, Berkshire, this week and proved just how "cutting edge" it is with a host of new design and service innovations.

Both Partners and customers gave branch 238 the thumbs-up. "I'm pleased with the way Partners across the business, especially those in Waitrose Merchandising and Development, have worked together to bring these new ideas to fruition." said Steven Esom, Director of Buying.

"The shop has a modern, contemporary feel, and the customers certainly seem to be enjoying the new fixturing, which brings them closer to both the Partners and the food.

Mark Price, Director of Selling and Marketing, agreed. "The branch team have worked very hard to bring Twyford up to this excellent standard," he said. "I'd also like to thank the Staff and Training department."

David Paul, Operations Manager, Group B, added: "The fresh food offer is particularly exciting and should create a lot of interest. I'm sure it will do very well and that Partners will offer the highest standard of customer service in the area."

As Waitrose Architect, Gino Daurat spoke for the whole Building Group when he praised the "adaptability and flexibility" of everyone involved in the project, including external contractors. "Twyford has a 'village' feel, but this new Waitrose should add interest and provide a focus for people particularly with the creation of the 'square' outside the Coffee Stop and with the number of interesting routes in and around the development. These open up the area.

As for the customers, they were delighted. Anna Maule had waited since 7:15am to be first through the door, and described the new branch as "wonderful". Marie Westoby found it "bright and spacious", adding: "I particularly like the prepared meal section and can certainly see myself here on a Friday night!"

Marion Bradburn summed it up in one word: "Brilliant"