

# Saving The Spotted Cow £1,500



Alan Sandell and Samantha Jowett run the Spotted Cow, a traditional village pub dating back to the 17th Century. With a large beer garden, extensive bar and restaurant menus and a real fire place, Alan and Samantha have been promoting a warm and welcoming atmosphere since they took over the tenancy in September 2006.

Following a recommendation from national pub operator Fuller's, Alan and Samantha contacted ipa to discuss their immediate and longer-term requirements.

## Initial Savings and Service

Alan and Samantha were introduced to Michael White, ipa's Licensed Team Co-ordinator, who promptly matched their need for a new food supplier and alarm/security system with ipa suppliers Brakes and DSC Alarms. Michael arranged for supplier representatives to visit the pub and later for accounts to be opened under ipa's preferential terms, with large savings achieved.

## Returning for more

As ipa members, Alan and Samantha also receive regular customer service calls from Michael and it was during one of these calls that a need was identified for a secure system for holding credit cards behind the bar. Again, Michael was able to match these requirements with an ipa supplier and a CardsSafe system (see below) was installed as a result. A few weeks later, Alan enquired about garden parasols as part of the pub's strategy to deal with the imminent smoking ban. ipa was pleased to recommend Global Parasols who have just provided a discounted quote on the basis of the pub's ipa membership.

"We find ipa to be a very useful resource for obtaining discounted quotes for a wide variety of our pub supplies. Their supply base is vast and Michael's ongoing support is much valued".

Alan and Samantha, The Spotted Cow

Total Savings: £1,500 per year