

Chief Executive's Office	
Date:	2/8/16
Noted by CX:	Y/N
Ref:	SW 10/8
Referred to:	
Copy sent	Original sent
MB updated	Invite req



Dear Ms Wylie,

I am writing on behalf of Tesco NI in the hope you might be able to facilitate a briefing by some of their local senior executives as part of Tesco NI's 20th anniversary in the province.

Since its entry into the local market 20 years ago and its subsequent acquisition of Stewarts and Crazy Prices Tesco NI has grown to become one of the region's largest employers with more than 9,000 locally-based staff throughout its 55 stores and in its NI HQ at Newtownabbey.

As Northern Ireland's largest purchaser of locally produced food and drink goods, Tesco NI spends more than £580m with local food and drink companies. It is in this capacity that Tesco NI has sought to underline its commitment to locally produced food and investing heavily in the Northern Ireland year of Food and Drink.

Tesco NI leads and facilitates dozens of events and initiatives each year under the banner of Tesco Taste NI and its showpiece event is the Tesco Taste NI free food festival at Custom House Square which this year will take place from 16th – 18th September. The event attracts in excess of 20,000 people over the course of the weekend and it truly is a major opportunity for the dozens of local food and drink producers, many of whom are from your council area to exhibit their goods and offer free food sampling to the public.

The reason for the letter to formally request an opportunity to meet with the council, or a relevant committee, to share something of the role Tesco plays within your local community in terms of employment, supporting local businesses and assisting locally based charities.

We would be most grateful if you could advise if this is something in which the council might be interested and, if so, how we might go about agreeing a mutually suitable date and time.

I can be contacted on 02890 918336 / 07739 631540 or david@seriouspr.com.

Yours Sincerely,

David McCavery