

## Bristol's Arch House Deli announced as Best New Cheese Retailer 2010 runner up

Bristol delicatessen, Arch House Deli, has added to its list of accolades as it is awarded the Best New Cheese Retailer 2010 runner up slot at The British Cheese Awards in Cardiff (September 2010). Since taking over Arch House Deli just under a year ago David Greenman and Debbie Atherton have focused on extending the range, quality and service associated with their cheese counter.

*“We have found the key to developing our business has been all about listening to customers. Cheese, like many specialist foods, can be intimidating to the uninitiated and as a result many, in fact probably the majority of people, play safe and go for pre-wrapped supermarket mild cheddar. By allowing customers to sample the cheese, providing plenty of point of sale information and by talking with them, and more importantly listening to them, we have been able to convert many to the delights of various artisan cheeses.” David Greenman*

The focus Arch House Deli have put on the range and quality of their cheese counter, staff training programme and exciting range of cheese related services were recognised by The British Cheese Awards against stiff competition from across the whole of the UK.

To view details of the range of cheeses Arch House Deli stock or to request further information visit their website ([www.archhousedeli.com](http://www.archhousedeli.com)), contact the deli on 0117 974 1166, or email [enquiries@archhousedeli.com](mailto:enquiries@archhousedeli.com).