
Issued: 10th September 2011 - For Immediate Release

Arch House Deli crowned as Deli of the Year 2011

The Arch House Deli, in Clifton village, Bristol, has won the title of **Deli of the Year 2011**, a competition created, organised and run by Dorset food company Olives Et Al. In a hard fought competition involving hundreds of delis up and down the UK and thousands of votes from deli loving foodies, the title of Deli of the Year 2011 has gone to Arch House Deli in Clifton Village, Bristol, UK.

Following several rounds of judging, a mystery shopper and an evening on the edge of their seats at the Great Taste Awards dinner in London, the couple who own and run the Arch House Deli, Debbie Atherton and David Greenman have plenty to celebrate.

Only two years ago, in November 2009, Debbie and David bought Arch House Deli because they wanted to work together in a food business. The couple impressed the judging panel with their warmth, friendliness, professionalism, knowledge and determination to buy from as many local producers as possible. Judges also commented on the feeling of 'community' when reading the votes and comments from customers.

Organised by Dorset food company Olives Et Al, Deli of the Year is not about finding the poshest deli or the biggest – it's about finding a place that exudes deli attitude, and the panel of independent judges felt that Arch House Deli had this in abundance.

“Congratulations are well deserved for Debbie and David – they're a great couple who only bought this deli two years ago and in that time they've stamped their personality on the shop and have welcomed thousands of people through the door. Their own attitude to customers is exemplary but the team is also chatty and welcoming and

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ready to answer any questions about food on the shelves or being sold in the cafe. What they don't know – they find out and that after all is what customers want. So we are proud as punch to name Arch House Deli as the Deli of the Year 2011 and wish them every success for the future in Clifton,” Giles Henschel, founder of Olives Et Al.

“It's really rewarding to get this recognition for the work the team at Arch House Deli have been doing over the last 20 months in creating the type of deli we believe the people of Bristol want and deserve. We came into the industry with no direct experience and it's been a steep learning curve, so to be voted the best deli in the UK in less than 2 years of trading is just fantastic for us all. It's been really heart warming to read the comments from all the customers who voted for us and to hear about how much they enjoy what we and the team are doing at Arch House Deli. It's been less than a week since we were announced as the winners and yet we still all have huge smiles on our faces.” David Greenman and Debbie Atherton, owners of Arch House Deli.

The Deli of the Year competition is an idea created, organised and funded by Olives Et Al, an artisan food producer in Dorset, as a way of raising the awareness of delis everywhere and helping them get real feedback from their customers in a way that is both supportive and helpful to business owners.

The judges are a panel experts from the food industry including buyers, retailers, authors and food journalists.

Arch House Deli, is a multi award winning delicatessen based in Clifton, Bristol. Winners of the "Discover the Origin" award from Specialty Food Magazine in September 2009, British Cheese Awards "Best New Deli" award in 2007 and “Best New Cheese Retailer” runner up in September 2010. Arch House Deli was established in 2006 and in November 2009 was taken over by David Greenman and Debbie Atherton.

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For further information on this press release contact David Greenman on 0117 974 1166 or email enquiries@archhousedeli.com. Further information on Arch House Deli is available at www.archhousedeli.com.

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