

20 APR 1999



Mr Heywood-Lensdale  
Bisendum Wine Ltd  
113 Regents Park Road  
London NW1 8UR.

19 April 1999

1 en Primeur

Dear Mr Heywood-Lensdale

Thank you for your letter of 8 April 1999. I was pleased to have your letter because I am one of the 39% who do not have access to the Internet.

I am writing to express my concern about closure of the shop.

I have bought 'en primeur' Burgundy from you since your offer of the 1990 vintage. I usually collect from Regents Park Road on the Saturday. Although your delivery is free, it is more convenient for me to collect than to arrange to be in on a weekday taking time off from my office.

Your letter appears to indicate that shop sales are constant while sales achieved by other means have increased. I am sure those who indicated in the survey that they had access to both E-mail and the internet are both private and commercial customers.

It is obviously important that you provide the service that your customers want but if you close your shop, you are more likely to exclude those who buy wines for their own pleasure with their own money. Such customers should be regarded as your core customers.

Yours sincerely

[Redacted signature]

Howard

SG

22 APR 1999

21st April 1999

Dear Madam / Sir,

Recently, I received your 'Wines for 1999' list. In his introduction, Simon Farr mentioned that the shop had closed and that Tom Heywood-Lunsdale had written to private customers to explain the decision to make this move. As a regular visitor to the shop, as Liam Stevenson could testify, I was somewhat disappointed when I got wind of this plan, as I am of the view that a retail outlet - even if it doesn't make much money - is a vital point of human contact between a business and its customers. I would be grateful if you could send me a copy of Tom H-L's letter since I was never, it appears, sent one.

I enclose a form to register a further interest in Bordeaux '98. Could you amend the continued misspellings in my address.

Yours faithfully,

[Redacted signature]

V

SG

was in the shop



11 May 1999

Tom Heywood-Lonsdale, Managing Director  
Bibendum Wine Limited  
113 Regents Park Road  
London NW1 8UR

- "new look" shop
- service / commodity
- private customer
- last para.

Dear Mr. Heywood-Lonsdale:

I read your letter of 8th April with considerable misgivings. I have now visited your "new look" shop and my concern appears more than justified.

If you wish to change buying wine at Bibendum from a pleasurable experience into the purchase of a commodity, your private clients, at least, will get the message. If you remove the service, many of your competitors can match your prices.

It is a pity that you have shut the door (literally) on your private clients. It may well be that it does not make economic sense to cater for them, but if that is the case, it would have been better to have said so. I suspect however that the hidden losses to your staff as well as your customers will be considerable.

I write in the probably forlorn hope that you might yet reopen your doors and restore one of life's small pleasures.

Yours sincerely,



Robert S. S. S.