

# Sid's Fruit, Veg & Grocery delivery Van

## Sole Trader



Launch Day 22<sup>nd</sup> Sept

### Our Promise to you

As green and as local as we can get. Sid will always take the time to buy locally sourced products to help support our local community. With our promise to use recycled packaging, Sid can offer both weekly and fortnightly boxes or you can receive a visit from Sid's mobile shop so you can hand pick exactly what you need and want.

Boxes available to be ordered from our website.

[www.sidsfruitandveg.co.uk](http://www.sidsfruitandveg.co.uk)

[info@sidsfruitandveg.co.uk](mailto:info@sidsfruitandveg.co.uk)

07870581990

### Products

#### Basic Box

The Basic Box will contain some or all these products: potatoes, cabbage, carrots, onions, tomatoes, apples, oranges and/or bananas.

#### Surprise Box

The Surprise Box will supply you with your basic fruit and veg but also with things that will make you think outside *the box* when it comes to cooking. The box will get you searching for new recipe ideas and new ways to cook.

The Surprise box will contain some of these products: Sweet potatoes, Butternut squash, Spinach, Turnip, Pak Choi, Pomegranate, melon or lemons and limes

#### Date Night Box

The Date Night Box will provide you with a step by step recipe card and all the ingredients you need to help you make a meal to remember. This box comes as a veggie or meat option and will change monthly.

### Fruit Bag

The Fruit Bag does exactly what it says. You can choose from 5 pieces of fruit: bananas, apples, pears and clementines/satsumas.

Sid finds this works well with kids as they can have their own bag and Sid can set them a challenge of eating all the fruit in it to help keep them healthy. We can also provide on request a Sid's 'Well done' certificate for kids.

### Salad Bag

Our Salad Bag will provide you with enough ingredients to make a delicious salad for 2 people. The Salad will always contain at least tomatoes, a baby cucumber, a Lettuce and 2 spring onions.

Don't forget you can part boil most veg to save for another day and freeze fruit to make jam.

## **Sid's helping to Recycling**

Sid always does his absolute best to recycle wherever and whenever possible, but he can't do it without your help.

We need your empty clean jars to use as containers to hold our seeds, nuts and dried fruit.

We will also use your old disposable carrier bags for customers who forget their bags or as packaging so the plastic will get multiple use.

We will take away your fruit and veg boxes so they can be used again and we will always welcome old egg boxes no matter where you have bought them from.

Finally we use Fairtrade tote bags with no branding meaning no chemicals entering the environment to promote ourselves.

## **Overview**

Sid's Fruit, Veg & Grocery Delivery Van will sell Fruit and veg and other groceries all sourced locally from Leicestershire.

The Van will be branded inside and out to replicate a post-World War II fruit, veg and grocery shop. The van will have two sections, the first for fruit and veg delivery boxes which can be ordered online, the second will be the mobile shop.

Primary strategy: A customer can order a box of weekly or fortnightly goods from our website which will then be delivered them on a Thursday afternoon.

Secondary strategy: The van will also work as a mobile shop so our customers can purchase single items on requested.

## **Inspiration for Sid Fruit and Veg Delivery Van**

Now we are coming out of lockdown a lot of us still do not feel comfortable visiting the large Supermarket chains and would like to support local businesses who are more than happy to offer a home delivery service. It has been a long-term ambition of mine to provide local people with a delivery service of healthy, good quality and locally sourced produce.

The inspiration for this project came after appearing as a guest on the TV show with chief Antonio Carluccio. As part of my job I was approached to take part as a guest and give opinions on the ethics behind locally sourced produce and the quality of the food we are eating. This changed my opinion on the importance of eating better quality food and knowing where my food was sourced hence the birth of my fruit and veg delivery service idea.

With the pressures of keeping safe after lockdown we consider now is a good time to launch Sid's Fruit, Veg Delivery Van so we can help you stay safe.

The desire to purchase online is growing but there is an increasing perception that the large corporate supermarkets are heartless and shallow. We hear people say they are becoming increasingly disenchanted with the ethics of these huge companies and their scandalous stories of board room corruption and tax dodging. Sid's Fruit Veg Delivery Van will allow our customers to combine the convenience of online shopping with the sense of feeling happy and proud of their ethical shopping decisions.

We will always wear gloves and masks and participate in regular Covid testing.

### **Payment Facilities**

Cash

Cheque

Online Payments

Pay Pal

Chip and pin

Remote Card payments

### **Additional Product Ranges**

- Vegan Milk
- Nuts and Pulses
- Herbs

For ordering and prices please visit our website

[www.sidsfruitandveg.co.uk](http://www.sidsfruitandveg.co.uk)

[Email info@sidsfruitandveg.co.uk](mailto:info@sidsfruitandveg.co.uk)