

Tadmarton Products use Texts to get Message Across

Oxfordshire-based meat wholesalers Tadmarton Products (<http://www.tadmartonproducts.co.uk>), has recently launched a new special offer text messaging service to butchers. Each week, the company's customers receive a short text message, sent to their mobile phones, outlining Tadmarton's special offers.



The text message service, which has been running since July 2009, features 3 special offer lines each week. Butchers who opt into the service receive one short text message, either on a Friday or Monday. Customers who can't receive texts or need additional information, can visit Tadmarton Products' website to view the special offers.

In just a few weeks, over 100 butchers have signed-up to receive the text messages, and the company is receiving regular enquiries about the service. The messaging service is being managed by David Willington, the newest member of the Tadmarton sales team.

Previously, promotional flyers or telemarketing calls were used to promote Tadmarton Products' special offers. The new service means butchers can receive the news quickly, in a way which is convenient for them. If they want to take advantage of the offer, one phone call to Tadmarton's office is all that's needed. Tadmarton will also be using text messaging for additional, time-sensitive offers as they receive them from their suppliers.

The special offer text alerts were the brain-child of Tadmarton's Sales Director, Steve Harper. He comments, "Text messages are being used by a range of businesses, but we believe Tadmarton is the first meat wholesaler to send special offers this way. We are getting a very positive response from our customers. Sending text messages means the butchers don't miss the opportunity to take advantage of the offers. Before, if they didn't have time to check their mail, they might miss the boat. It also means they don't have to stop what they are doing to answer the phone, especially important if the shop is busy. It's all part of the Tadmarton service!"



Anyone wishing to receive the special offer text messages from Tadmarton Products can call the Sales Office on 01295 270060, send an email to sales@tadmartonproducts.co.uk or visit the company's website at <http://www.tadmartonproducts.co.uk>.

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Note to Editors

Tadmarton Products is a wholesale supplier of fresh and frozen meat and poultry to independent butchers, retail and catering establishments. The company, which is based in Banbury, employs a team of more 30 staff and was established in the late 1960s.

Tadmarton supplies around 4,000 tonnes of meat products, from case to pallet quantities, each year. Tadmarton's main distribution area is currently 16 counties around the Midlands and South East of England. The company supplies an extensive range of products which includes:

- Whole chicken and turkey
- Chicken portions
- Game
- Lamb
- Pork and bacon
- Beef

The company boasts its own cutting room, chilled and frozen storage, and a fleet of 8 vehicles at its Oxfordshire base.

For more information, please contact

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