

Press Pack

2010

**CLF**

wholesale with a difference

# Company Introduction



## About CLF

### Our Mission

*"To establish CLF as the United Kingdom's leading wholesale distributor of sports nutrition and health food supplements. This will be achieved by committed staff offering consistent and reliable levels of service. By providing continuous innovation and unrivalled retailer support, we aim to reduce supply chain costs and help grow our customers business."*

Founded in 1998, CLF is a leading UK wholesaler of premium products including: sports nutrition, organic and health food products, vitamin and mineral supplements. Offering a daily delivery service from its purpose built and extensive 40,000 sq ft warehousing facility in Downton, Wiltshire, the company successfully provides continuity of supply across 9,500 products and 350 leading brands. Customer service and retailer needs remain at the heart of the business; helping to ensure that **CLF** continue to meet the changing requirements of today's retailer.

**Emporio UK Limited**, part of the **CLF** group of companies; is dedicated to the supply of affordable, flexible, integrated IT solutions. The company have developed and tailored the **Microsoft Retail Management EPoS System** specifically for independent health food retailer. By understanding the business needs of individual customers Emporio UK have helped many retailers to maintain a competitive advantage through the streamlining of stock management, which in turn , helps to create significant reductions in supply chain costs.

**Well Natural Limited** is the retail arm of **CLF**; and is part of the company's wider plan to better understand the challenges of the retail market. The flagship store in Salisbury, Wiltshire, has new EPoS technology installed by **Emporio**, and showcases how investing in a tailored EPoS system can bring efficiencies to health food retailing.

### Today

**CLF** will turnover £20m during this financial period and is ranked amongst the most successful UK wholesalers of sports nutrition, supplements and health food products. In recent years the face of the organisation has changed dramatically, correctly identifying market needs to expand the core business and building an experienced, cohesive and professional management team to meet the challenges of the future.

### The Future

By understanding the business of our customers we have developed successful partnerships across our market sector. This has helped our management and employees to develop a range of skills to complement years of experience.

The future growth of the company will continue to be based on this philosophy, building upon the strong tradition of customer service linked to innovative solutions, delivered at competitive prices. We will continue to invest in facilities and staff in order to achieve our aim to be the leading wholesaler and distributor of sports and health food supplements in the UK.

### Our Vision

*"We are a people driven organisation, by providing value added services we will ensure a lasting economic legacy; our responsiveness to customer needs together with continual innovation will surpass industry expectations."*

## Meet Our Management Team

We have assembled an experienced team who understand the market place, our customers, and what it takes to successfully operate a successful wholesale distribution company.



**Robin Holiday, CLF Managing Director.** A

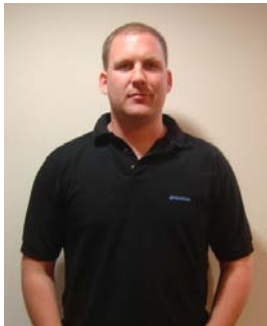
dynamic futurist, Robin's keen interest in sports and sports nutrition is longstanding and rich with achievements; a professional motor cycle road racer in the US during the early 1990's, becoming the USA national GTU endurance champion in 1993. Robin has since been a body builder, completed two marathons, participated in cycling time trials, and still mountain bikes regularly.

*On his return from the USA in 1997, Robin began to distribute sports nutrition products for his ex-sponsor. He established **CLF** in 1998 distributing sports nutrition products to specialist UK sports nutrition outlets, gyms and sports clubs. In response to appeals from customers, the company, based in Downton, Wiltshire, has since extended its portfolio to include organic and health food products, vitamin and mineral supplements; supplying over 9,500 products across 350 leading brands including sports nutrition to the independent health food trade.*

Growth has been both rapid and successful, purpose built warehousing facilities enable **CLF** to hold increased levels of stock providing the assurance of continuity of supply. A state of the art EPoS and replenishment IT system help ensure that the **CLF** group of companies and brands continue to meet the changing requirements of today's retailer.



**Martin Farrin, Emporio Managing Director.** Part of the CLF Group, Emporio are a leading provider of Electronic Point of Sale and Information Communication Technology support. A keen water sports enthusiast and honours graduate in Software Engineering Management, Martin has worked with large international companies such as British Aerospace and T-Mobile. His extensive experience with Microsoft's Retail Management System, facilitates Emporio's continued growth. With focus on the understanding of retailer requirements and the role of adapting EPoS in the modern retail environment, Emporio under Martin's guidance, have helped many retailers to maintain a competitive advantage by creating significant reductions in supply chain costs.



**Simon Longhurst, CLF Operations Director.** Having several years of experience in logistics and operations, Simon, an active and keen sportsman with special interest in sports nutrition, joined the company as Warehouse Manager in June 2000. He worked closely with Robin Holiday playing a pivotal role in the company's growth. In particular, Simon was instrumental in the development of improved supply chain management for retail customers. Since becoming Operations Director in 2006, Simon's remit has remained broad; in addition to his role as a senior member of the management team, he also oversees all day to day logistical operations including: purchasing, warehousing and customer service with the sales and trade teams and continues to bring efficiencies and improvements to the business.





**Sandra Sampson, CLF Financial Controller,**

Joined the company in 2008 to develop and provide a professional accounting function within the growing organisation. Taking responsibility for the company's finance functions, including, accounting, financial planning and analysis; Sandra is a committed finance professional with over 20 years commercial experience. Earlier in her career, she successfully provided financial support to both quoted and private companies, managed the integration of three major acquisitions and two successful Management Buy Outs.



**Karen Wilson, CLF Marketing Manager.**

A personal interest in alternative nutrition and healthy active lifestyles has helped focus Karen's career progression. Gaining over 12 years marketing and regulatory experience across the health food and medical device sectors she has worked for several global healthcare and nutrition organisations. Karen is a commercially minded, passionate marketer, and has lead major product and brand development initiatives from conception to launch; successfully bringing products to market through the business to business, direct and retail channels. Joining CLF in February 2009, her remit is to improve the marketing function across the business helping to build on the successes achieved to date and facilitate future growth.



**Fiona Guy, CLF Key Accounts Manager.** After travelling and working in the USA, Fiona joined the Customer Service team in 2004. Quickly recognised for her dedicated and excellent level of service to clients she soon advanced to team leader and was subsequently promoted to Key Accounts Manager in 2006. Fiona is a committed sportswoman, in addition to several gym sessions, she manages to run over 25k each week. This level of commitment is carried into business life; as the youngest member of the management team, she helps to bring a modern perspective to many projects, enthusiasm and drive playing a key role in her cross business function.



**Gary Cope, CLF Warehouse Manager.**

Starting his career as a personal trainer, Gary is still a keen footballer and tennis player; after joining CLF as a warehouse operative in 2004, he worked his way up the ladder to become Warehouse Manager in 2006. His determination, interest in sports nutrition and commitment to the business have helped develop and grow the now 40,000 sq ft warehouse facility. With responsibility for warehousing, stock-control, recruitment and staff training; Gary and his support team of 22 staff members provide a daily delivery service and maintain consistency of supply of over 9,500 products to our retail customers.



## CLF Benefits





### In Partnership with CLF

Whether you're a health, nutrition or lifestyle retailer, a gym owner, operator of any other sports nutrition outlet or a brand/manufacturer; CLF is only wholesale the distributor that provides the support you need to grow your business.

There are **no minimum order** and **no minimum monthly spend requirements**. Our state of the art warehousing facility has 100% order pick accuracy, saving time and money for retailers when receiving goods. It also means that we can offer a *daily delivery service* with *real-time stock availability*, so that products arrive when needed.

### Key benefits

- We stock over 9,500 products across 350 leading brands; including sports nutrition, organic health foods, VMS and personal body care categories
- Replenish stock at the touch of a button with the installation of our established **Emporio EPoS system**, including backup from our Microsoft certified support team
- Stock up on whatever you want, whenever you want it. **Remember** – there's **no minimum order** and **we deliver every weekday!**
- Great trade discounts provide excellent value for money
- **Free shipping** on orders over £250
- Help eliminate waste with our environmentally friendly reusable packaging and **TOTE box system**
- Offer customers regular special promotions, with new brand launches and in-house discounts.
- Ask about the **"Real Deal"** loyalty card scheme
- Keep your customers informed
  - Highlight our bi-monthly promotions; we can supply you with free of charge Point of Sale literature and product Information
  - Provide customers with all the latest health food news with our free consumer magazine; Natural Lifestyle.



## **Supplier Benefits**

### **Efficiency in the Warehouse**

CLF have the wholesale and logistical capability to efficiently distribute products nationally for large businesses, small businesses and all those in between!

Our purpose built warehouse facility occupies over 40,000 square feet enabling us to hold increased levels of stock providing the assurance of continuity of supply. Retail customers can expect a fast next day delivery service on all orders received before 10am.

The warehouse operates on a system driven stock rotation basis; every order is picked by barcode and this together with our webcam scanning systems minimises picking and packing errors, optimising the accuracy of orders being filled. Our state of the art EPoS and replenishment IT system also helps to ensure that the **CLF** group of companies and brands continue to meet the changing requirements of today's retailer.

**CLF Distribution Limited are a licensed MHRA Medicinal Product Wholesaler.**

### **Marketing to Retailers**

Over the years CLF have developed and forged excellent relationships across a wide range of retail channels and our extensive database includes, health nutrition and lifestyle retailers, health practitioners, pharmacies and large health food chains.

We have tailored a number of marketing activities that can help provide you with effective sales support.

### **The CLF Trade Catalogue**

An integral part of health nutrition and lifestyle retailers replenishment systems for more than 10 years. The catalogue has become the key tool for many retailers researching, ordering and recommending products for their customers.

### **e-communications**

Our e-newsletter and a Trade Catalogue email are sent out monthly to the entire database; the e-newsletter alternates with the Trade Catalogue email helping your brand to remain in the retailers' current focus.

### **e-cast advertisement**

A once a month email broadcast to promote a single brand/promotion/product to our entire database. This option is run separately from the above e-newsletter and Trade Catalogue email.

CLF appreciate that whilst suppliers need to retain contact with retailers for new launches and promotions they don't have limitless marketing budgets; therefore, we prefer to take a more pragmatic approach to marketing costs. By working cost effectively and in synergy with our partners we can help to develop sales of existing lines and encourage distribution of new products and brands without breaking the bank.



## **Emporio UK Ltd**

Together with our sister organisation **Emporio**, we have developed the **Microsoft Retail Management EPoS System** specifically for independent health food and pharmacy retailers.

This tailored system enables efficient stock management which in turn significantly reduces supply chain costs, ultimately helping to streamline operations making business more profitable.

### **Microsoft Retail Management EPoS System**

Microsoft's Retail Management Systems offers an affordable, flexible, easy-to-use EPoS solution. Now available through Emporio, this system has been specifically tailored to set up with best practice for health food retailers in mind. Featuring automated off-site back up, it has been designed to help reduce supply chain costs, by assisting with numerous management tasks such as automated re-ordering to preferred supplier.

#### **Key benefits:**

- The system is tailored to best practice for the health food trade prior to installation
- Professionally installed in situ by the Emporio team
- On-site training provided during installation and subsequent on-line support
- Industry specific tools, automated off-site back up
- Maintenance provided by the Emporio Backup & Support team, certified by Microsoft Business Solutions
- Simple stock taking method using wireless hand held system frees up time for other priorities
- Automatic electronic reordering to the supplier of choice using our unique "*ideal quantity*" method
- Multi features include easy to use reporting and analysis features.

**Contact Emporio: Tel: 01725 550700 or email: [info@emporiouk.com](mailto:info@emporiouk.com)**



## CLF Retail Support Team

The CLF ethos has always been to earn customers' business. By forging strong relationships, and working in partnership, our aim is help improve and grow both our own business and that of our retail partners. We have a dedicated Retail Support Team, and pride ourselves on high levels of customer service and commitment to the provision of improved support at all times.

## Meet Our Team

### Product Training Manager

Sports related nutritional products are no longer niche lines that only target professional athletes and bodybuilders. They are increasingly popular amongst mainstream consumers seeking to improve their physical performance and mental well being. We believe that the best way of attracting these high spending sports nutrition customers into health food stores, is to have a greater understanding of both sports nutrition and the products available.

**James Baker** works nationally for **CLF**, offering a totally free of charge service to our retailers. Providing important on-site staff training together with an invaluable "in-store consumer day" service ; James shares his enthusiasm, expertise and knowledge of sports nutrition with you and your consumers.

**Contact:** Mobile: 07794 417432 email: [james.baker@clfdistribution.com](mailto:james.baker@clfdistribution.com)

### Business Development Managers

Never has it been more important than today to understand what's happening on the "front line". Helping us to achieve this is an experienced team of Business Development Managers working nationally to support retailers with brand and product knowledge. Their main remit is to help retailers understand, and to avail themselves of the benefits that can be gained from working with CLF.

#### Contact:

Robert Lawrence	North of England/West Midlands	Mobile: 07855 752847
Godfrey Grima	London/South East/East Midlands	Mobile: 07814 022606
Kiran Haisman	South West/Wales/Birmingham	Mobile: 07966 097517
Una McClory	Scotland/Borders	Mobile: 07816 829012
Mark Armstrong	Northern & Republic of Ireland	Mobile: 07841 845547

### The Trade Team

Our call centre service is available to retailers from 9.00am till 5.30 pm, Monday to Friday; manned by a committed and enthusiastic Trade Team, ordering couldn't be simpler. Always ready to answer queries, the dedicated team, ensure that everyone that calls receives an excellent level of service.

#### Contact:

Muriel Mallett, Jeff Baillie , Holly Andrews, Laura Guy, Rachel Harvey, Tim McEnzie  
Trade Sales: + 44 (0) 1725 514202 email: [tradeteam@clfdistribution.com](mailto:tradeteam@clfdistribution.com)



## Articles & Press Releases



Press Release

**March 15<sup>th</sup> 2010 for immediate release**

**A successful start to 2010 for Emporio UK Limited**

**Emporio UK Limited**, part of the CLF group of companies, today announced further expansion of their operation; March will see the company launch a new logo and corporate look, re-location to a larger premises and a new team member for their technical support department.

Martin Farrin, Managing Director commented: "It's been a busy and exciting start to 2010; with many more retailers switching away from their old outdated till systems to our own Epos system, this fantastic growth and demand for systems has lead to the recruitment of more staff and a subsequent move to a larger premises."

Still within walking distance of sister company CLF Distribution; Emporio's new contact details are: **Emporio UK Ltd, Unit 34/35 Batten Road, Downton Business Centre, Downton, Wiltshire, SP5 3HU, Tel: 01725 550700 , Fax: 01725 550715.**

Celebrating and wishing to share their success; whilst exhibiting at this year's Natural Product Europe show at London's Olympia on April 11<sup>th</sup> & 12<sup>th</sup> (stand no. 3050); Emporio UK will also launch their own "scrappage scheme". Recognising that despite difficult trading times, the need to update systems remains; Emporio's £1,000 trade in on outdated systems is intended to help make it more affordable for nutrition and healthy lifestyle retailers to make those all important improvements to their business.

Ends.

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Press Release

**February 2010 for immediate release**

## **CLF Distribution Announce Strategic Alliance With McKeith Research**

**CLF Distribution**, the Wiltshire based nutrition and healthy lifestyle wholesaler, today announced a strategic alliance with **McKeith Research** Limited.

**Robin Holiday**, Founder and Managing Director of **CLF Distribution** comments: "We're very pleased to move forward with our growth plan and could not imagine a stronger strategic alliance than combining the complementary strengths of two companies whose reputations have been built on innovation and customer service"

Effective February 1<sup>st</sup> 2010, all McKeith brand sales, marketing, distribution and logistical responsibilities will transfer to CLF.

**Holiday** continues: "It's exciting to be including McKeith within our portfolio of house brands; Nutrition & Healthy Lifestyle retailers can rest assured that our distribution capabilities and dedication to providing high levels of service will now encompass Gillian's range of products."

**Gillian McKeith**, comments: "We are delighted to have found partners of the highest calibre who are able to work synergistically with us and we look forward to working together to make this venture successful."

Ends.

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#### **About CLF**

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#### **About McKeith Research Ltd**

McKeith Research Ltd was established in October 1998 as a UK based company with the primary mission of Gillian McKeith to "Improve the lives of people everywhere through information, lifestyle and food." Hence the company has been dedicated to obtaining the most credible research in the field of nutrition and disseminating that information to the public. For more information log onto:

<http://www.gillianmckeith.info/>

**Press Release**

**January 2010: For immediate release**  
**CLF & Weider support Tamsin in Dakar Rally**

**True Grit...** ...and determination is what's needed to compete in the Dakar Rally and Tamsin Jones, the youngest British woman to compete in the hardest motorcycle rally in the world has it in spades.

The gruelling race involves riding for up to 16 hours a day under a scorching South American sun, riding 200ft dunes, battling against dust, tiredness and the onslaught of super fast cars and trucks. A true test of endurance and stamina, the 2010 starts on January 1<sup>st</sup> and finishes on January 17<sup>th</sup> competitors will travel over 9000km through Chile and the Atacama desert, thought to be the driest in the world and to the mountains of the Andes.

Sponsored by Weider, Tamsin has been preparing for the race for the past six years and has competed in countless Enduro's in the UK; she comments "whilst training I've been using Weider's Victory Endurance ISO Energy and Total Recovery - definitely a must in long endurance riding events"

Tamsin has dedicated the proceeds from her venture to the young people and staff of the TRAX Motor Project who have encouraged over 5000 young people their lives around.

Visit Tamsin's own web site [www.tamsinjonessdakar.co.uk](http://www.tamsinjonessdakar.co.uk) or track her race progress on the official Dakar web site [www.dakar.com](http://www.dakar.com) - TV's Eurosport channel are also planning a daily catch up on the race.

For more information about Weider products visit the web site [www.weidernutrition.co.uk](http://www.weidernutrition.co.uk); trade enquiries call CLF Distribution Limited on 01725 514257.

Ends.:

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Press Release

**October 2009: for Immediate Release**

## **CLF Distribution Extend Wholesale Offering**

### **Designed With Private Practitioners In Mind**

In response to numerous enquiries and in recognition that **Private Practitioners** needed easy access to speciality supplements for their clients; CLF Distribution Limited have developed a web site dedicated to registered practitioners.

A useful on-line resource, [www.PrivatePractitioner.co.uk](http://www.PrivatePractitioner.co.uk) provides practitioners with instant access to over 9000 natural health and nutritional products across 350 top quality brands, allowing the purchase of products at trade pricing.

### **The Private Practitioner Advantage**

Whatever Practitioner's client base may be, the web site packed full of the latest nutritional brands and health food products available in today's market. CLF's extensive range can help ensure that practitioners find the right product, at the right price, for your client every time.

### **How does Private Practitioner work?**

- Private Practitioner is an online trade shop offering a huge range of products from leading manufacturers at **trade prices**.
- There is **no minimum order**.
- Next day delivery when ordering before 10am
- All orders are delivered to you straight from our warehouse!
- Easy to use secure online ordering system
- We accept the following credit cards: Visa, Mastercard, Delta, Switch, and Solo.
- Telephone lines are open Monday to Friday 9am to 5pm, if you require more information call the friendly team on: 01725 550452.

### **Win £100 Spa Break Gift Voucher**

Visit Private Practitioners and CLF on stand number 1622 at this year's CamExpo. As a part of the official organisers prize draw, all visitors will also have the chance to win a little taste of luxury courtesy of [www.PrivatePractitioner.co.uk](http://www.PrivatePractitioner.co.uk) and **CLF Distribution Limited!**

**[www.privatepractitioners.co.uk](http://www.privatepractitioners.co.uk) is part of CLF Distribution Limited**

Ends.:

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Press Release

Date: 17<sup>th</sup> April 2009

FOR IMMEDIATE RELEASE

## CLF Launch CytoSport Brand into UK Market

**CLF Distribution**, the Wiltshire based health food and pharmacy wholesaler today announced an exciting new addition to their extensive sports nutrition portfolio; the multi award winning CytoSport range with its signature brand Muscle Milk, produce some of the most recognisable sports nutritional products on the US market, the range will be available in the UK via CLF from the end of April.

CLF Managing Director, Robin Holiday commented, "Sports nutrition wholesale has long since been the foundation of CLF. We make it our business to seek out new and innovative brands for our customers and are excited to be associated with CytoSport, whose Muscle Milk range of 8 ready to drink shakes were recently voted Ready to drink beverage of the year in the US."

Retailers, Specialist Buyers and Gyms can place advance orders today and take advantage of the special launch discounts by contacting the **CLF Trade Team** Tel: 01725 514202; email: [tradeteam@clfdistribution.com](mailto:tradeteam@clfdistribution.com)

Ends.:

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## TRUE GRIT...

...AND DETERMINATION IS WHAT'S NEEDED TO COMPETE IN THE DAKAR RALLY AND TAM SIN JONES, THE YOUNGEST BRITISH WOMAN TO COMPETE IN THE HARDEST MOTORCYCLE RALLY IN THE WORLD, HAS IT IN SPADES.



The gruelling race involved riding for up to 16 hours a day under a scorching South American sun, riding 200 foot dunes, battling against dust, tiredness and the onslaught of super-fast cars and trucks. A true test of endurance and stamina, the 2010 started on January 1st and finished on January 17th of which competitors will have travelled over 9,000 km through Chile and the Atacama desert, thought to be the driest in the world and to the mountains of the Andes.

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preparing for the race for the past six years and has already competed in countless Enduro's in the UK; she comments "whilst training I've been using Weider's Victory Endurance ISO Energy and Total Recovery – definitely a must in long endurance riding events".

Tamsin has dedicated the proceeds from her venture to the young people and staff of the TRAX Motor Project who have encouraged over 5000 young people to turn their lives around.

For more information on this unique event visit Tamsin's own web site [www.tamsinjonesdakar.co.uk](http://www.tamsinjonesdakar.co.uk) or the official Dakar web site [www.dakar.com](http://www.dakar.com).

For more information about Weider products visit the web site [www.weidernutrition.co.uk](http://www.weidernutrition.co.uk); trade enquiries call CLF Distribution Limited on 01725 514257. **M&F**

# McKeith returns

It's been a while since Gillian McKeith has been on our screens. But 2010 marks her return, with a fresh TV series, a new deal with CLF Distribution and a revamped product range. The holistic nutritionist told all to *HFB* Editor, **Rachel Symonds**.

**W**hen Gillian McKeith first swept onto our TV screens back in 2004, the snowball effect on growth of the health food trade could not have been anticipated.

Coined as 'the McKeith effect', many retailers and wholesalers enjoyed huge growth thanks in the main to the awareness raised about healthy eating through Gillian's original series, *You Are What You Eat*.

The series was backed up with the launch of a range of foods under the McKeith Research brand, not to mention a number of best-selling books.

Such rapid growth will inevitably eventually reach a plateau, particularly during a recession, and this seems to be the case with health food stores.

But despite her successes already, Gillian has more she wants to achieve, and 2010 see her back on the small screen with a new TV series, *Eat Yourself Sexy*.

Added to this, she has just struck an exciting new deal with CLF Distribution, which will see it take over the handling of her McKeith Research brand. This in turn will lead to a revamp of the range, with a particular focus placed on health food stores.

## Show time

It's been a while since we've had a new show from Gillian, and by all accounts, this latest, 13-episode series, *Eat Yourself Sexy*, will be a bit different.

Filming took place in North America, and focuses on women who, as Gillian describes, had lost their mojo.

"It is definitely a different show to previous ones and the challenge is more of an emotional journey. It is the kind of show where you see women rediscovering their sense of self and reconnecting with

their partners and with themselves," she said.

"It is a more emotional show than *You Are What You Eat* as all these women were in various states of ill health and were never putting themselves first. They have been like this all their lives and when you are in a rut, it's very hard to get the energy to make lasting change.

"Poor nutrition and lifestyle was at the crux of the problems for all the women, because when you don't value yourself, you can't be bothered to put good food in because you feel you are not worth it."

Gillian believes the new show opens up a different side to her.

She explained: "I know I'm known for being tough, and sometimes it's needed. I'm definitely a no-nonsense person but perhaps missing from the other shows is that there are other facets to me and in this show there is a lot of nurturing, care and emotion and maybe that didn't come across in *You Are What You Eat*.

"And when they start to feel better and have more energy, their family lives get better. Seeing the way they change in the way they think about themselves is extremely inspiring."

Gillian is keen to point out that any lasting changes people make must go beyond simply losing weight, or changing their diet.

"It's also about mental attitude. The appeal of the series is to show that caring for yourself can lead to you feeling sexier – not sexual per se but being able to walk into a room and feel good, with your head held high. People need to ask if they feel happy with how they feel, not about how they look."

Emotions play a key role in how we feel about ourselves, and in turn how we eat.

"The emotional quotient is the hardest behaviour to break. It is not about the

food. It is about believing you can do it – people give themselves messages every day that are not necessarily positive. Someone may want to lose weight, but in the same breath they will say they'll always be fat. It is also important to show them how to make change last and make it last for you."

## Health of the nation

She may have made great in-roads when *You Are What You Eat* was launched, but does Gillian believe any lasting changes have been made to the health of Britons?

"I think the nation is split," she admitted. "We have become more health conscious and there are certain areas of the population who take responsibility for their own health, exercise more and definitely take heed of the healthy eating messages. Those messages are out there but there is a whole segment that has missed that and I think the biggest problem we still have is the misconception that eating healthy is expensive.

"That's the first thing people say about making changes is they cannot afford it but in reality, that does not have to be the case. People need to realise that if you take responsibility for yourself that's the first step on the path. It is only you who can control that as no one is shoving it down your throat."

While Gillian believes many people are still eating healthily, despite the recession, she does have criticism for the approach of some retail sectors.

"The supermarkets seem to think a recession should mean they should offer discounts on bad food and alcohol and that's not helpful to the general public," she said. "What people are interpreting that as is cheap food has to be junk food, whereas I'm saying you can eat cheaply and healthily."

The general public is increasingly being made aware of the true sugar and fat content of many mainstream foods, with cereal brands being just one sector that has come under fire recently in a *Which?* report, which exposed how unhealthy some of these products were.

But it came as a real surprise when a few months ago, *The Sunday People* carried a story suggesting the sugar and fat

**"The supermarkets seem to think a recession should mean they should offer discounts on bad food and alcohol and that's not helpful to the general public."**



content of some of the McKeith Research products were akin to junk food, which was then reported further in the *Grocer* magazine.

At the time Gillian pointed out that the sugar content of a goji berry, given it is naturally occurring, is far different to the highly refined and processed sugar in a confectionery bar, while a pumpkin seed will contain plenty of good fats that we all need, not the bad, saturated fat you find in junk food.

Today, she is still incredulous that such a report was published.

"I find it appalling that the *Grocer* magazine would use a downmarket yellow journalistic tabloid as their source for writing fantasy and untruth, as well as fabrication," she said, adding that she was also not offered the opportunity to respond.

"Everyone knows I would never add sugar to my products," she said. "Fruit has naturally-occurring sugar and they are creating a distortion whereby they want to confuse the consumer."

## Health store focus

Gillian says she has always been, and remains, a great advocate of health food stores, and only has an interest in developing her product range within this trade.

She said: "Going forward, they are the only stores I care about and I want to make that clear – I will be waving the flag for health food stores. They have always been the first port of call for someone who wants to get on the path to wellness and we must fight to keep them in your stores."

"My goal is to get the British population shopping in health food stores because that's where it's at. In a health food store, you are met by people who are totally dedicated and in touch with what we should be putting into our bodies."

Turning to the product range, Gillian admits it was almost accidental that the products were created.

"I never intended to create a range of foods. People would come to me as patients and, like in the shows, I would ask them to bring their food in with them



**"My goal is to get the British population shopping in health food stores."**

so I could look at what they were eating. I saw there was nothing out there at the time in terms of healthy snacks that were accessible, and people were desperate for it," she said. "We are now fine tuning the range so that it focuses on what it does best and that's things like the superfood powders and the bars, which are healthy and taste great."

So, why the new partnership with

CLF Distribution?

"I have known Robin Holiday [CLF founder and Managing Director] for many years and I have watched as his company has grown. He is the smartest guy I have met in the industry and the company is the best. Knowing this, it felt like he was the best man with the best company to take McKeith Research into the next century." **hfb**

## A supplemental income

Should practitioners be shy about selling supplements in their practices? Not if the client is informed about what's going on, says **Karen Wilson** of CLF Distribution.

**T**here's no doubt that many small businesses are experiencing difficulties as people everywhere cut back on personal spending. Private practitioners are no exception and as a consequence like other small businesses many are starting to consider other avenues in order to boost their regular income.

It's fair to say however that some "professional" individuals tend to shy away from income generating via their clients, perhaps believing that it is somehow unethical.

To people who've grown up with the NHS, where all health care is "free" (it isn't of course, but that's another story), the idea that practitioners should make any money from the supplements they recommend is anathema.

"As Holfordwatch have pointed out, the BANT Code of Ethics allows nutritionists to exploit their clients for commercial benefit by receiving commission from supplement sales. This is quite extraordinary, especially when you consider that the GMC impose heavy sanctions on its members who do similar things", said Internet commentator "gimpy", one of many voices raised against CAM practitioners.

This common view misses the point. Medical doctors regulated by the General Medical Council fall into two camps. Doctors employed by NHS hospitals or by NHS trusts are paid salaries, fees for patients and fees for services – payments that ultimately are met by tax payers, some of whom are patients receiving medical care, some of whom are not, and who have no say in the matter. The cost of medicines is free or heavily subsidised. Doctors in private medicine may be barred from receiving commission on "sales" of the drugs they prescribe, but they are free to set their own fees for the services – including medications, procedures and tests – that they recommend to patients.

Indirectly, of course, even NHS GPs are paid to recommend drugs. As an example, GPs have been "incentivised" to get blood sugar levels of diabetic patients under stricter control. A scheme introduced in 2009 pays a practice an extra £3000 if it can get half of its type 2 diabetic patients to hit a target HbA1c level – set by government, not by the practitioners' clinical judgement.

Drug company influence on doctors



has been well-documented, including by a classic paper in the Journal of the American Medical Association, where it was noted that approximately \$19 billion was being spent annually by drug companies on marketing to doctors, with thousands of drug reps bearing gifts, samples and free drug-industry sponsored conferences. "The rate of drug prescriptions by physicians increases substantially after they see sales representatives, attend company-supported symposia, or accept samples", said the researchers.

This is not a case of "they do it, so why can't we?" The ethical issue is whether the client knows what is going on or not.

When it comes to orthodox medical practice, the patient is kept in the dark about financial incentives.

We propose that CAM practitioners follow the line taken by BANT (the British Association for Applied Nutrition and Nutritional Therapy), which is ethical, despite what critics say.

As BANT's Jayne Nelson makes clear, their code of ethics ensures that the client is informed. "Our codes say 'You may recommend products or services to clients, but you must, at the time, declare any financial benefit you receive from this'", she says.

Unlike medical doctors who write prescriptions that patients take away to have filled by a pharmacist and pay a fraction of the

price for, a CAM practitioner's standard practice is to recommend products and send the client off to the high street health food store. The client pays full price and the profit is taken by the store. Some practitioners use a specialist outlet like The Nutri Centre, who on average offer 20% off retail pricing. Most practitioners choose to pass on the whole of this saving to their clients, with very few adding a small margin with which to cover their costs.

Why not be a little savvy and have the best of both worlds?

CLF is backing the new website [www.PrivatePractitioner.co.uk](http://www.PrivatePractitioner.co.uk) which gives registered CAM practitioners instant access to more than 9000 products at trade pricing. The average trade saving versus retail pricing is 33%. That leaves plenty of margin for practitioners to share with clients. That means you can provide them with good value – and an added value for your practice in their eyes – while they are on your protocol and seeing what works for them.

Meanwhile you have established a new revenue stream for your practice without the hassle of setting up your own Internet shopping website.

There's no pressure selling here; you tell your client exactly what's going on and they are free to decide whether to continue to buy their supplements via your practice or to get them from their high street store or their own favourite website.

The key to opening up this potential income stream in an ethical manner is to make sure your clients are informed. [www.privatepractitioner.co.uk](http://www.privatepractitioner.co.uk)

\* Brennan TA, et al. Health industry practices that create conflicts of interest: a policy proposal for academic medical centers. *JAMA* 2006;295 (4):429-33.

\* [www.privatepractitioner.co.uk](http://www.privatepractitioner.co.uk) Private Practitioner is a trade site allowing registered practitioners to purchase products for their clients. There is no minimum order, and all orders are delivered straight from the warehouse with next day delivery when you order online before 10am.

### About the author

Karen Wilson is marketing manager of CLF Distribution Ltd, the leading natural products wholesaler established in 1998. Contact CLF on 01725 514200 or [info@clfdistribution.com](mailto:info@clfdistribution.com), CLF is exhibiting at Natural & Organic Products Europe on 11-12 April at London Olympia.

# Advancing point of sale

In the first of a series of features surrounding EPoS technology, **HFB** talks to the experts at technology specialist Emporio to find out more about its pros and cons.

In an age of constantly increasing competition, it's not only your product choice and customer service that needs to set you apart from the multiples.

Retail success also requires tight control over business processes and, according to EPoS specialists Emporio, it's becoming increasingly important to ensure that your systems are up to scratch.

This is where Microsoft Retail Management System, a type of Electronic Point of Sale (EPoS) system, can help as it is specifically tailored for use in health food stores.

## What is it?

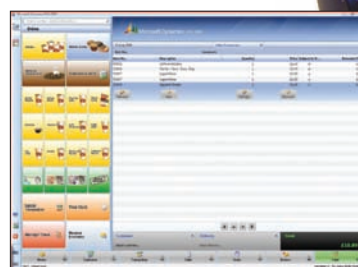
There are various types of EPoS systems used in different retail sectors, and all will act as a cash register while most will help in varying degrees with things such as stock take, best sellers, accounts or, with the system offered by Emporio, with your ordering too.

Systems used by the likes of the big four supermarkets will clearly not be what is suited to independent health food stores, but what exactly should you be looking for in a system for your business?

Martin Farrin, Managing Director at Emporio, which is the EPoS arm of CLF Distribution, explained: "We use a Microsoft-based system that we have then built other components into to make it relevant to the health food trade. This particular type, the Microsoft Retail Management System, has actually been designed for small- and medium-sized businesses and their needs, rather than for the likes of Tesco."

But why did Emporio choose Microsoft rather than developing its own unique system?

"It takes years to develop in house and to do it is very expensive. And there are no guarantees that you won't suffer with bugs," Martin explained. "It is far easier for us to build on the Microsoft software, and to have the back-up of such a major provider as Microsoft because their system is going to be one of the best out there."



**"Some stores have reduced stock holding by as much as £40,000 as they were keeping stock they were not aware of or weren't selling."**

just won't get the most from it."

Martin believes it's important to have a system where retailers in this sector can really benefit, with one example being the purchase order transmission programme Emporio has developed.

He explained: "When a retailer has their installation, they use a handheld device and stock take all their products and just scan the barcode. They can also enter what their ideal quantity in stock would be. This will then create an electronic purchase order number in the system, and so when a sale is made, it will automatically generate the replenishment for the items they need."

The order can either be sent straight to CLF Distribution, or will go to the retailer's other preferred wholesaler electronically.

"In that respect, it is very carbon friendly as there's no need for paper or talking to someone, everything is electronic."

## Pros and cons

The system is clearly proving beneficial to those retailers already using it, and there is a range of reasons why.

The headline benefits to the system can be seen in the management tasks it can assist with. This includes the automated re-ordering to your preferred supplier, which potentially saves vast amounts of staff hours spent manually ordering as well as holding excess stock.

"Some stores have reduced stock holding by as much as £40,000 as they were keeping stock they were not aware

"Older and in-house systems may also have caused retailers some problems as a lot of them required you to input your own data and if you have a lot of lines that will take forever and you

of or weren't selling," Martin said. "The system is reordering when it needs to, rather than stock being just sat there."

The software also provides important sales information, which can help turn the focus on more profitable lines, as well as improve your demand forecasting. In addition, it will result in less time being spent on stock control and on each transaction.

As a further benefit, your system can be linked to your website, which provides customers buying online with up-to-date stock information.

"Instead of managing two sets of data you can have it integrated into your website, which means that if you have a web order, it will tell a customer straight away if it's in stock or not."

For Martin, one of the clear benefits is the range of information retailers can obtain from one system, whether that's regarding out of stocks, best-sellers, top-selling products, and how new products are moving. This can also help forecast future sales and growth.

But, there will be some cons to EPoS, and Martin pointed out the main drawback is around data.

"EPoS systems are only as good as the data contained within them and you only get out of the system what you put in. EPoS is a serious investment and while we help all the way there are challenges and tasks you need to do up front to ensure you get the system working how you need it to," Martin said.

This, he explained, means doing a stock take when you have received the system to obtain all product and supplier information you need. **hfb**

## Next month

Look out for the next issue of **HFB** in which we will talk to a selection of retailers to find out how using EPoS in practice has actually worked.





Need more news? For more in-depth news and weekly round-ups of the latest stories visit [www.naturalproductsonline.co.uk](http://www.naturalproductsonline.co.uk)

# Working smarter for a healthier health food trade

CLF Distribution's style of innovation-driven, retailer-friendly wholesaling is designed to create a healthier future for the health food trade its founder, Robin Holiday, tells **Jim Manson**

IN 2008 CLF Distribution did something unusual for a wholesaler — it bought a shop. Salisbury Health Foods, to be precise.

CLF's marketing manager, Karen Wilson, explains the thinking behind the move: "We bought the store to understand what it's really like to be a retailer. To appreciate the challenges retailers are up against, but also identify where the opportunities lie."

Understanding the retailer's perspective has been a key business priority at the Wiltshire-based wholesaler since it began just over 10 years ago. It's also been a major factor in the company's strong growth over that period.

From a small specialist sports nutrition distributor to an £18 million turnover national health food wholesaler, CLF's progress has been impressive by any measure.

Yet, despite being poised to take the number two slot in the UK health food wholesale sector, not everyone in the trade has heard of CLF. And that probably has something to do with the style of the company, suggests its founder and managing director, Robin Holiday. "We've spent a long time building a business around the needs of health food retailers. That's been our focus and we just haven't made a lot of noise about it. But our reputation for industry-leading customer service has been winning us a lot of business and we're very confident of maintaining our growth path."

Retailers who have recently come on board include Helen and David Galpin's Nutrition Centre stores and Alan Martin's Food For Thought outlets in Guildford and Kingstons.

## Business-winning service

"Service wins you business. It's



CLF's founder Robin Holiday explains the warehouse operation

as simple as that," says Holiday. "What we've found is that store staff become the drivers of change. Once they've experienced our customer service they don't want to go back."

CLF says it is able to offer a different level of service from other wholesalers. Comments Holiday: "One big benefit we offer retailers is guaranteed 100% accurate orders. It means that store staff don't have to check an order against the paperwork." Shelf-ready pricing is another popular development. "We launched this a few months ago and the retailers who are using us are seeing the advantages immediately. Price labels, based on the individual store's pricing, are applied to the products before despatch. It means products can go straight onto the shelf."

But Holiday believes the company's approach to business has been winning over retailers too. "Our view is that rather than a retailer having to qualify for an account with us, we have go out and *earn* that retailer's business. Our discounting policy is different too. We offer a constant discount and don't penalise a retailer for having a bad month — that seems to be the last thing a retailer

**"We bought the store to understand what it's really like to be a retailer. To appreciate the challenges retailers are up against, but also identify where the opportunities lie."**



Shelf-ready: Customers have the option of shelf-ready price labels

## One minute CV



CLF Distribution began life in 1998 as a small distributor of specialist sports nutrition brands. Soon the company's founder, Robin Holiday — a former US Superbike racer — started to focus on the health food trade. The company also began to offer retailers its custom EPoS system and a service to build stores a low-cost e-commerce site. Today the Downton, Wiltshire-based company offers over 9,500 product lines and has a turnover of £18 million.

would need! We also don't impose a minimum order or monthly spend."

## Tailor designed EPoS

Around 10% of CLF's health store customers also use the company's EPoS system. Developed by CLF's sister company Emporio, this dedicated health food trade EPoS system has been winning the praise of a growing number of retailers who say it enables simple and efficient ordering and helps to keep stocking levels thinner.

Comments Holiday: "We're here for long-term relationships and what really strengthens us here is our EPoS business. Using Emporio means customers can replenish stock at the touch of a button. A daily delivery service with real-time stock availability means retailers get products exactly when they need them and in the ideal quantity."

## Pick and mix

CLF's strong in-house IT capability has also been put to very effective use in the company's state-of-the-art warehouse. It's based on the Chaos Theory System in which the more mixed up it is, the better it works. So instead of seeing certain brands or product categories grouped together, products arriving from suppliers are placed straight on the nearest available empty shelfspace.

The warehouse was mapped out as a three-dimensional matrix and uses a four-point co-ordinates system for fast and accurate picking. A computer chooses the most efficient pick route around the compact 20,000sq ft warehouse footprint.

On the warehouse floor Holiday shows me where orders receive a second scan as products are packed into the returnable Tote boxes — a process



The Emporio team at the company's Wiltshire office

which is webcammed to provide a visual record of each consignment as it is despatched.

## Bright future

Despite the current tough economic climate, CLF continues to achieve good growth — Holiday says the company is on course to hit its £24 million turnover target in 2010. Part of that growth has been achieved by identifying the next big-sellers — both in term of products and brands, and categories.

Comments Karen Wilson: "We're always thinking, what's next for the health food stores. That's why owning Salisbury Health is so valuable to us."

Later this year the store will undergo a major refit which may in turn lead to the development of a franchise template. "We're working with a team of designers at the moment, but our priority has very much been to get to know the business."

Holiday believes that, despite all the regulatory challenges, the health food trade has a bright future. But he thinks that many stores would benefit by remodeling themselves as nutrition and lifestyle stores. And he thinks integrating sports nutrition products into the mix is a great way to reach new consumers and boost the bottom lines.

Above all, he says, businesses need to invest. "Whether you're a wholesaler or retailer you have to invest to succeed. It's no coincidence that the stores doing best are the ones that are investing."

# The wholesaler connection

Salisbury Health Foods started life 26 years ago but since last year has been under the ownership of Robin Holiday, who also owns CLF Distribution. **Rachel Symonds** heard from the team about the exciting future ahead.

**W**hen a store has been well established for more than 20 years, there is bound to be a challenge when a new owner comes on board.

On one hand, if a store has been doing well then why rock the boat with its established customer base? But on the other, a new owner will bring with them new ideas and ambitions they have for the business.

Last year, Salisbury Health Foods was sold by the founders, Sandra and Richard Mistlin, to Robin Holiday, who created and is Managing Director of the wholesaler and EpoS specialist CLF Distribution.

While some changes have already taken place at the store, the team has remained the same, led by Lesley Betts, who has been manager for 16 years. But what's clear when talking with the team is there's much excitement for the future, in particular a refit that will see the store renamed Well Natural.

The store traditionally has done very well on the food side, and still boasts a very thriving vegetarian takeaway counter, attracting local workers each day. There is also much in the way of free-from foods – gluten, dairy and sugar – as well as plenty of honeys, preserves and snacks. There is a good selection of frozen and chilled products, with Redwood cheeses, sheep's yoghurts and Aconbury Sprouts all doing well in this area. Local company Wilton Wholefoods supplies its popular range of herbs and spices, while there is



**“We bought the shop to really understand the retail challenges so that we could become a better wholesaler.”**

also a vast selection of The Health Store prepacks on offer.

The supplement side is growing, but dominant in the offering is Solgar, Lamberts, and Viridian. However, every taste and budget is catered for with smaller ranges from most of the leading suppliers.

The beauty and bodycare side also carries a wide range, with choice from brands such as Naturtint and Tints of Nature, along with Jason, Faith in Nature, Green People and Weleda. And while some stores are just venturing into cosmetics, Salisbury Health Foods offers make-up from not one but three suppliers – Beauty Without Cruelty, Lavera and, most recently, Inika.

Most recently, brands Lesley has taken on include the skincare range Buds for Babies, the sea buckthorn-based Sibb and food brand Tiana.

“We take on lots of new products and do lots of sampling to make a feature of new brands. We do in-store events and we try and do some sort of tasting every day,” Lesley said.

In terms of demographics, Salisbury is an affluent area, but still attracts different groups of people.

“Our customers are a complete mixture. We have a lot of regular customers that have been very loyal to us over the years and we also have a 10 per cent day off every week for senior citizens, so that is often our busiest day,” Lesley explained.

“People still like to shop in a place where they can get advice, help and engagement and the staff here are great with that.”

## Taking over

Richard and Sandra opened the store in Salisbury town centre 26 years ago,



deciding to sell last year with retirement in mind.

Explaining the reasons behind deciding to take on the store, Robin said: “We bought the shop to really understand the retail challenges so that we could become a better wholesaler. It had not really been in the plan to buy a store but it is local to where we are based and it came from a conversation with Richard – he asked when I would be buying his store, I asked if it was for sale and he talked about wanting to retire. And that was it.

“We have learnt a lot as a wholesaler in terms of what we do well and where we could do things better, and also where we are ahead on things. I have learnt that life as a retailer is harder than I thought it was. And I've also seen how it can be quite confusing for the retailer as suppliers all work in a different way.”

The store was sold last February, and the last year has been a success.

Robin added: “It's been a good year for us, we are about five per cent up on last year and that's down to adding more sports nutrition, which is really increasing and has certainly made a difference to turnover.

“This has been a really excellent experience for us and very well worth it. We have learnt enormously and I think it has helped us grow this year as a wholesaler as we now understand the retailers we are serving and better understand their needs.”

The store places a big emphasis on training, and the rule is that only those who





have completed the Health Food Institute course can offer advice on supplements.

"Our ethos is that we want to provide the best customer service that we can and offer the best advice that we can. This means that no one can give advice on the supplements section unless they have completed the HFI certificate, and that will take them 12 months to do," Lesley explained.

"We are also constantly doing different training courses with suppliers, for example some staff have just done the Viridian herb course and quite a few have done the Bioforce course."

## Changes ahead

So, what changes have taken place at the store since the acquisition?

Making a real change to the running of the store has been the implementation of a new Epos system. This is an area which CLF's technological arm, Emporio, specialises in, but as well as being a till system, because it is linked with ordering from CLF it has streamlined the working day.

Lesley explained: "It's working really well as our system is linked to ordering. With CLF we have a daily delivery and the delivery comes in at the end of the day ready to be dealt with the next morning. And it orders automatically, so we don't have to spend time manually ordering and can spend more time with the customers."

"A lot of my time was taken up with ordering but now that has been really simplified."

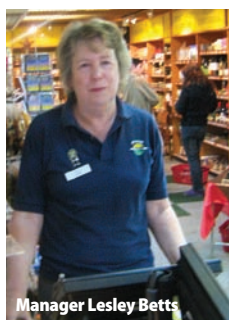
Because they are able to have daily deliveries, it also means the store does not need to hold excess stock, enabling them to create a bigger staff area and office.

Implementing the Emporio system has also been helpful for CLF.

"We can see the ordering from a store perspective and the time it can take a retailer to order," Robin explained. "By putting in the Emporio EPOS system, they have been able to see real savings in terms of the time it takes to order."

Marketing of the store has taken on more of a focus now there is the support of CLF, with the company's Marketing Manager Karen Wilson helping.

"We now have the back-up of CLF and their new ideas and that's been good. So for example, with Karen helping us with the marketing, we have a plan for the window displays for the next six months," Lesley said.



Manager Lesley Betts

## AT A GLANCE

**Stores:** One

**Location:** Salisbury, Wiltshire

**Retailer:** Robin Holiday

**Size:** 1,000 sq ft

**Years in business:** 26, one under current ownership

**Staff:** 12, full and part-time

**Best sellers:** Natures Aid, Viridian, Solgar, Lamberts, Faith in Nature, Jason, takeaway food, Maximuscle and Dymatize

**Training:** The majority of staff has undergone various HFI courses, with many studying or having completed the Diploma

Given that CLF Distribution specialises in sports nutrition, it's understandable that an increasing number of products in this sector are being stocked. But to back this up in store, sports nutrition expert Adam Hindle has been recruited to give technical advice to customers.

"Adam came in a few months ago because Robin is very interested in sports nutrition but felt we needed someone in-store who could offer advice," Lesley explained. "To have someone on board who is qualified in the area is great."

Robin added: "Adam is really knowledgeable in the sector and feels confident to talk to customers, which is great as he is familiar with the products and can give really good advice."

In addition, the team also benefits from CLF's training manager, James Baker, who will spend time with them in store.

As well as further expanding the sports nutrition offering, Lesley also plans to grow the skincare ranges.

"Sports nutrition seems to be growing enormously and because it is one of CLF's key things, it makes sense to expand that. And skincare is also building – at the beginning we found it difficult to move but I have noticed it's really selling now as people have become more aware of what they put on their skin."

There are many exciting plans ahead for the store, with the main change being the re-branding from Salisbury Health Foods to Well Natural, with a strapline reading 'nutrition, health and lifestyle'. This will be done by the winter.

"The store is going to be a showcase of the brands CLF carry. When I bought the shop and told my friends I was buying a health food store, they asked why because they had this hippie image in their mind," Robin explained.

"We won't define it as a health food



store because it is more than that. In the same way as bodybuilding products have now become known as sports nutrition, we need to change how these stores are seen. It's our job to explain and educate that these stores are not just about fruit, nuts and seeds anymore."

There are also plans to develop Well Natural with a deli bar, so people can come in, sit and have a range of products refilled.

"We want to encourage refills and recycling and so will start offering purified water in branded Bottles for Life, so customers can come in for their refills and wait at the bar while they are being done, in the same way they can with the Ecover refills," Robin said.

So, what does the team see ahead, both for the store and the trade?

Lesley commented: "I think health stores are moving away from the sandal cliché it's been perceived as, and Robin is trying to move the industry on from that. We have to look at ways of moving forward and modernising. The industry is changing and we have to change if we want to keep up with it."

"Here, we are feeling very enthusiastic about the future, it is a really exciting time. There are going to be changes in the future and we are all looking forward to it." **hfb**



For more information on how CLF Distribution could help your health food store business call the trade team on 01725 541202 or email [tradeteam@clfdistribution.com](mailto:tradeteam@clfdistribution.com)

Since its launch in 1998, CLF — whose motto is ‘wholesale with a difference’ — has worked on the premise that there is much more to wholesale distribution than simply delivering product. It understands that retailers are increasingly looking for retail solutions, and for the peace of mind its total commitment to customer service brings.

Having successfully increased its market share, and with turnover on schedule to exceed £18m+, CLF is now one of the most successful wholesalers of sports nutrition, supplements and health food products in the UK today.

Managing director, Robin Holiday states: “CLF is growing at an accelerated rate as retailers realise the savings that are made using Emporio’s EPoS system and CLF’s 100% order accuracy — this saves hours and hours of staff time at store level and is fuelling growth for the company.”

In sports nutrition CLF is the most successful and fastest growing wholesaler in the UK. In recent years the business has changed dramatically, correctly identifying market needs to expand the core business and building an experienced, cohesive and professional management team to meet the challenges of the future. By astutely understanding its customers’ businesses CLF has developed many successful partnerships across the market sector. This has helped management and employees to develop a range of skills that complement years of cumulative experience.

#### CLF retail support team

The CLF ethos has always been to earn customers’ business. By forging strong relationships, and working in partnership, the aim is to help improve and grow and strengthen both the CLF business and that of its retail partners. With a dedicated retail support team, pride is taken on high levels of customer service and commitment to the provision of improved support at all times. People buy products from businesses they trust; and never has it been more important than today.

Helping CLF to achieve this is an experienced team of business development managers together with a product training



## CLF: Wholesale with a difference

Sports nutrition has always been a core activity AT CLF. Now the fast-growing health food wholesaler is helping retailers take the category to the next level

manager, who work nationally to support retailers with brand and product knowledge. Dedicated trade team members take calls from retailers from 9.00am till 5.30 pm, Monday to Friday; always ready to answer queries, they ensure that every caller receives excellent service.

Whether you’re an independent health food retailer, a pharmacy, a gym owner or operator of any other sports nutrition outlet, CLF is the only wholesale distributor in the UK providing comprehensive support to help grow your business.

#### Winning at sports nutrition

In order to remain at the leading edge of sports nutrition distribution, CLF works closely with, and are founder members

of, ESSNA (European Specialist Sports Nutrition Alliance), who represent manufacturers and distributors of specialist sports nutrition products in Europe; this ensures that the company continues to be up-to-date with changes in legislation and, more importantly, is a part of the process that helps keep the industry’s best interest at heart. CLF prides itself on working closely with key brands both here and in the US, maintaining ongoing and special relationships with high profile nutritional companies, such as Dymatize, MRI, Prolab, Weider, CytoSport and MaxiMuscle, to mention only a few.

This, together with a professional buying team constantly on the look-out for and reviewing new products as they’re developed, all helps to ensure

that CLF customers have access to the most innovative and top quality sports nutrition available on today’s market

#### What’s fuelling the growth — how can we help bring these high spenders into our retailer’s stores?

Once the preserve of athletes and professional sports people, sports nutrition has developed into a rapidly expanding mainstream market. Now that demand for sports nutrition is coming from more mainstream consumers, convenience, taste, price, variety and brand trust are seen as the big growth drivers. It is these consumers, not necessarily ‘athletes’ but ‘actives’ who, as a whole, are looking for lifestyle solutions and are fuelling the growth of nutritional products.

CLF believes the best way of

attracting these high spending new sports nutrition customers into health food stores — and retain them — is to have a greater understanding of both sports nutrition, the products available, and of course their customers’ training needs.

As a part of the company’s commitment to providing unrivalled retailer support, James Baker has joined the retail support team as product training manager. James works nationally for CLF, offering a completely free service to retailers. As well as providing important on-site staff training, along with an invaluable ‘in-store’ consumer day, James shares his enthusiasm and knowledge of sports nutrition with both staff and consumers, encouraging them to review new products, experience product tastings and understand the many benefits of good sports nutrition.

#### The future

A key part of the company’s long term plan is to continue with and improve its retailer and supplier partnerships; CLF customers have been receiving a first class support service for over ten years, and have developed a confidence and trust in both the product supplied and the excellent levels of service provided. Proactively seeking out the changing preferences of its customers and responding quickly; CLF offers a quality of service that is unparalleled in today’s cut and thrust market place.



James Baker, CLF’s Product Training Manager



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## Contact Us

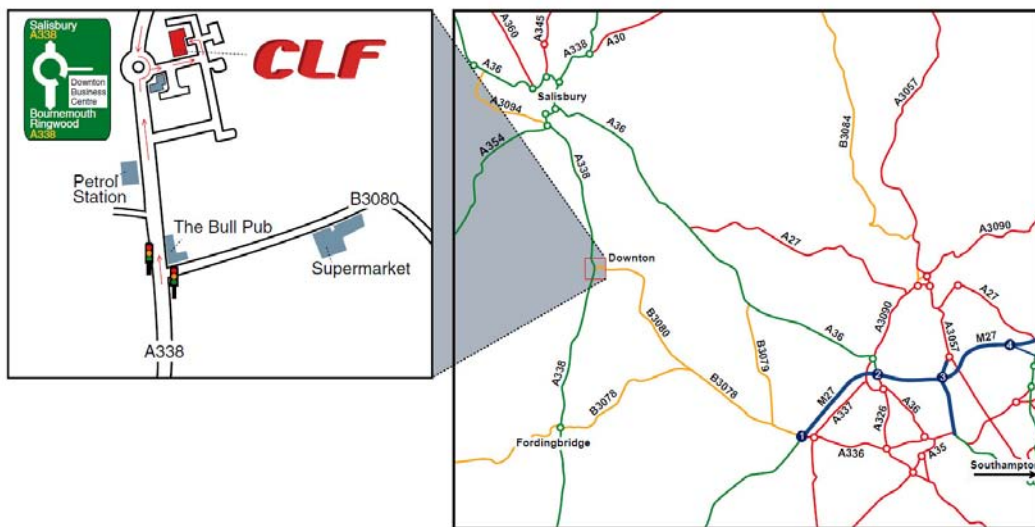
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## Find Us



### Bournemouth to Downton, Wiltshire

- Coming from Bournemouth, take the A338 (Wessex Way/Spur Road) and travel towards Ringwood.
- At the Ashley Heath roundabout turn right onto the A31 towards Ringwood. Take the A338 to Salisbury.
- When you come to the Ringwood roundabout turn left.
- Stay on the A338 to Salisbury, passing through the villages of Blashford and Ibsley, past the turn-off for Fordingbridge and then going through Burgate.
- The next village you come to is Braemore and you should see a sign "Downton 2 miles".
- Before you get to Downton you will see the "Wiltshire Welcomes You" sign and pass the Flower stall on your left.
- Once in Downton go straight ahead at the traffic lights, passing "The Bull" pub on your right and then the Esso garage on your left.
- When you come to the roundabout take the 2nd exit to the right, then left at the T junction.
- Turn immediate left again into our car park, 16 Parkers Close.

### Salisbury to Downton

- From Salisbury, take the A338 towards Ringwood for 8 miles.
- As you approach Downton, you will come to a roundabout take the first left off the roundabout, left at the T junction, then an immediate left into our car park, 16 Parkers Close.