

To Order: Complete the order form overleaf...

On-Line: www.grasmeregingerbread.co.uk

By Post: Send your form and payment (made payable to 'Sarah Nelson') to: Sarah Nelson's Grasmere Gingerbread Shop, Church Cottage, Grasmere, Ambleside, Cumbria LA22 9SW United Kingdom.

By Fax: (UK) 015394 35155 (card payment only)
24 hours a day, 7 days a week
Fax the completed order form through to us.

Shop: Orders can be taken over the shop counter, please ask one of the assistants to process your order for you (cash & cheque transaction only).

The
**GRASMERE
GINGERBREAD
SHOP**

CHURCH COTTAGE, GRASMERE, AMBLESIDE,
CUMBRIA LA22 9SW
TELEPHONE: (015394) 35428
FAX: (015394) 35155
www.grasmeregingerbread.co.uk



Grasmere Gingerbread
**Sarah Nelson's Original Celebrated
Grasmere Gingerbread**

A message to old and new Grasmere Gingerbread Lovers!

Since 1854 Grasmere Gingerbread has been baked daily to a secret recipe on the same premises. The Gingerbread is sold only from this tiny shop tucked away in the corner of St. Oswald's churchyard in the heart of Grasmere, the English Lake District.

This being the only place in the world where the original Grasmere Gingerbread can be purchased, a mail order service was established some 80 years ago. My grandfather used to tell stories of how he would call at the shop everyday on his way home from school to take the parcels for posting - his reward for this service being a bag of Gingerbread crumbs!

My grandfather's brother took on the business in the 1930's and my Great Aunt Mary baked and wrapped the Gingerbread, packing it in brown paper tied with string for postage. My mother followed on these traditions - as a child I would help her make the parcels, and like my grandfather I too carried them to the Post Office.

The Gingerbread has stood the test of time and requires no change: however the postal service needed introducing to the 21st century. You can now order by fax or internet, and pay by credit or debit cards. Worldwide orders and deliveries are now a possibility and an upgrade in packaging materials and techniques means the Gingerbread reaches its destination in perfect condition.

I hope that we can be of assistance to you, and if you have any queries please do not hesitate to call the shop, where our staff will be happy to help.

Joanne Wilson,
3rd generation of the family that holds the key to the secret recipe!
P.S. - Thank you to all those who send the wonderful letters of commendation - keep them coming! They will be featured on our web site.

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NONE GENUINE WITHOUT TRADE MARK
SARAH NELSON'S
SOLE MAKERS OF
SARAH NELSON'S
ORIGINAL CELEBRATED
GRASMERE GINGERBREAD
SINCE 1854

www.grasmeregingerbread.co.uk

Products and Prices

Grasmere Gingerbread mail order is available throughout the year, so why not send some as a gift; Valentines, Mother's Day, Easter, new home, birthdays and anniversaries, and of course Christmas. Special seasonal promotions will be advertised on the website - www.grasmeregingerbread.co.uk

Item	UK price (inc. P & P)	Overseas (inc. P & P)		Order Code
		Europe	Rest of World	
6 pieces of Grasmere Gingerbread	£5.25	Unavailable	Unavailable	6P
12 pieces of Grasmere Gingerbread	£7.75	Unavailable	Unavailable	12P
24 pieces of Grasmere Gingerbread	£12.50	£17.50	Unavailable	24P
6 pieces of Grasmere Gingerbread in presentation tin	£7.25	£12.00	£15.00	6T
12 pieces of Grasmere Gingerbread in presentation tin	£10.00	£15.00	£19.00	12T
12 pieces of Grasmere Gingerbread with 170g of our award-winning home-made Cumberland Rum Butter presented in handcrafted box	£19.75	Unavailable	Unavailable	12RBGIFT
3 x 170g jar of our home-made Cumberland Rum Butter	£12.25	Unavailable	Unavailable	RB
Multipack (4 x 12 pieces of Grasmere Gingerbread)	Unavailable	Unavailable	£39.00	4MP
Multipack (8 x 12 pieces of Grasmere Gingerbread)	Unavailable	Unavailable	£78.00	8MP
Special Gingerbread Mini Hamper: 6 pieces of Grasmere Gingerbread in presentation tin, our award- winning home-made Cumberland Rum Butter (170g), slab of Penrith Butter Fudge, bar of ginger chocolate, handmade 'gingerbread man' fridge magnet. Packed in a traditional wicker hamper with leather straps.	£25.00	£35.00	£40.00	MiniHP
Special Gingerbread Gift Hamper: 12 pieces of Grasmere Gingerbread in presentation tin, our award- winning home-made Cumberland Rum Butter (170g), box of Penrith Toffee, chocolate gingers, Damson Jam, tea-towel depicting the story of Sarah Nelson, exclusive handmade Gingerbread shop mug & box of traditional tea. Packed in traditional wicker hamper with leather straps.	£55.00	Unavailable	Unavailable	Gift

All prices include postage and packing.

Mail Order Service Information

Sarah Nelson's Original Celebrated Grasmere Gingerbread

Our product is unique, and has been baked fresh daily in our tiny shop since 1854 to a secret recipe. Due to the size of our bakery and the nature of our product, it may not always be possible to dispatch your Gingerbread within the stated 48 hour period (details below). In these instances please bear with us, and we will dispatch as soon as we possibly can.

Prices

All prices given include packaging, gift card, and delivery charges which are by 1st Class Post. All overseas parcels go by 'International Signed For' service. This order form is valid until 28th February 2007 - current order forms can be downloaded from our website.

Gift Cards

All messages from the order form will be placed onto our own gift card(s) which is included in the price. Your own gift card(s) maybe placed in the parcel(s), however the maximum size for these cards is 4 inches x 4 inches.

Delivery

Upon receipt of your order, we usually dispatch within 48 hours, and the package should then be received 24 hours from that time (UK). Overseas parcels take longer, and we can advise over the telephone with a delivery date. However, you may specify on the form when you would like the parcel to be delivered i.e. for a special occasion.

International Orders

Gingerbread can be supplied internationally, although local restrictions apply. Prices given are in 2 categories - 1. Europe and 2. USA/Japan/Rest of World. All overseas parcels are sent by 'International Signed For' service which states delivery 3-4 days from dispatch to the USA. Please phone us on + 44 15394 35428 or fax us on + 44 15394 35155 if you have any questions regarding delivery to other countries. We regret that we cannot accept responsibility for local customs charges, delays or restrictions.

Large/Multiple Orders/Corporate Gifts

If you wish to send several parcels to different addresses, please make copies of the order form and complete accordingly. If you wish to order a large quantity of Gingerbread, other than what is offered in the selection of items, please telephone the shop to arrange a special order.

Wedding Favours

Various presentations available - please telephone for special collection brochure or visit www.grasmeregingerbread.co.uk/favours.htm

Order Form

(please complete in block capitals)

(Please copy this form if you are sending more than one gift)

Customer Number _____

Your name _____

Title _____ Initials _____ Surname _____

Address _____

Country _____

Postcode / ZIP code _____

Email address _____

Telephone _____ Fax _____

To be delivered to (if different from above)

Title _____ Initials _____ Surname _____

Address _____

Country _____

Postcode / ZIP code _____

Your message (max 20 words):

Please specify when you require your order

- As soon as possible (*please see note about our product*)

- For a special date

Date required (UK & Mon - Sat only) _____

Requirements; Please send to me (as detailed above) item (code)

Gift item to (as detailed above) item (code)

Total Amount _____

I enclose cheque/postal order for £

made payable to 'Sarah Nelson'

Please debit my debit card Switch Issue No Valid from

Please charge my Visa MasterCard Delta

Card Number

Expiry Date

Name of Card Holder _____

Signature _____ Date _____

THANK YOU FOR YOUR ORDER

From time to time we would like to send you information on seasonal promotions. Please tick here if you do NOT wish to receive this information.

Order Code: (for office use only)