



PRESS RELEASE

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Mall stores celebrate in shopper poll

Five stores at The Mall at Cribbs Causeway are celebrating coming top in a shopper poll of favourite stores.

The survey, carried out over a two week period in April, asked 500 shoppers to vote for the stores they considered the best in different size categories.

Crabtree & Evelyn picked up the top prize in the smallest store category (up to 1,000 sq ft); fashion store **Jigsaw** won the mid-size (1,001 – 5,000 sq ft) category; while **Apple**, which opened its store at The Mall in December, was a clear winner in the 5,001 – 25,000 sq ft category.

John Lewis narrowly pipped Marks & Spencer to win the award for shoppers' favourite department store in the centre.

When it comes to refreshments, **SOHO Coffee Co** was the overwhelming winner of The Mall's favourite place to eat or drink. Soho, a Cheltenham-based fair-trade coffee and handmade sandwich brand which opened at The Mall four years ago, has consistently served quality food with excellent service.

The Mall made two additional awards to retailers. **Wallis** won an award for improving its sales by 19% since January, a significant increase given the economic conditions.

Finally **Marks & Spencer** received The Mall's Management Award for its proactive involvement in Mall events, particularly Bristol Fashion Week where it provides complimentary refreshments to shoppers attending the centre's fashion shows.

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For further information, please contact:

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