

PRESS RELEASE.

The Horseshoe Inn & Restaurant
90 High Street
Offord Darcy
St Neots
Cambridgeshire
PE19 5RH
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Free quality food and drink at The Horseshoe Inn & Restaurant!

The Horseshoe Inn & Restaurant, known locally as 'The 'Shoe', has announced the launch of their new VIP Club loyalty card. The new design is a black card showing the Horseshoe Inn logo and the Local Secrets logo. Cardholders enjoy 4 pence in the pound spent added to their card for future 'spend'.

The 'Shoe has a sustained reputation for great quality food and has recently been awarded the ultimate five stars by the District Councils Health officers. Owner Ian Kennedy said "Having the best food and service is not always enough in today's competitive and economic environment. Keeping in touch with our customers is a critical success factor nowadays".

In exchange for their cards customers need to share their contact details and anniversaries. This allows The 'Shoe to keep customers informed of special discount offers, wine, and food tasting events.

Kennedy said "This means our regular customers can save up their points and enjoy free food and drink. 4 pence in the pound is a substantial loyalty reward compared to any well known card. Further, our card can be used at very many outlets in Cambridgeshire as it is managed by 'Local Secrets.com'. The next big benefit is that on special occasions we will give our card holders DOUBLE their points if redeemed here, effectively the same as giving 8 pence in the pound".

The Horseshoe Inn & Restaurant is at 90 High Street, Offord Darcy, St Neots. PE19 5RH.
Contact 01480 810293. www.thehorseshoeinn.biz

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