



New Improved Byfords!

Byfords is celebrating its 10th anniversary and there are plenty of plans in the pipeline. This year it's "Goodbye Deli" and "Hello Byfords' Store" as we expand the Byfords' shopping experience with more space, an improved selection of bread, cakes, pastries and desserts, and a range of delicious home-cooked ready meals.

Stone-baked pizza and a tossed salad and pasta bar will also be on offer from Saturday 19th February onwards, when we'll be open when you need us, from 8am to 8pm, seven days per week. Call 01263 711400 to pre-order or just call in.

Improvements are also taking place elsewhere in the building with 30 extra seats in the café plus new, more comfortable seating; a brand new kitchen behind the scenes; new drinks such as raw juices and loose teas; the enhancement of our Posh B&B rooms; and the return of Byfords' self-catering flat from May onwards.

Thank you for your custom over the last 10 years and see you soon!

Baking at Byfords is Back!

Keen cooks will be pleased to hear that the Baking at Byfords sessions are back. Held on the first Wednesday of the month from March until November, these cookery classes focus on a different subject each time and are great fun. Priced at £35 per person, they include a two-course supper and drinks, expert tuition from Byfords' talented Sue Barron, plus recipes and samples to take away. This year's courses are as follows:-

- *2nd March* Cooking for Mother's Day
- *6th April* Handmade Easter Eggs and Easter Biscuits
- *4th May* Sweet and Savoury Muffins
- *1st June* Cooking with Chocolate
- *6th July* Summer Fruits
- *3rd August* Super Sponges
- *7th September* Autumn Treats
- *5th October* Cooking for Christmas
- *2nd November* Winter Puddings

Reservations can be made at Reception or on 01263 711400 (places are limited so please book early). **Plus, book five classes to receive another one free!**

Byfords Makes the Headlines!

We were delighted to see Byfords mentioned recently in The Sunday Times. Journalist Rob Kingston described Byfords as: *"a higgledy-piggledy, bustling place, popular not just at mealtimes but also with locals dropping in for coffee and cake"* and added: *"a lot of thought has clearly gone into getting the little things right"*. To read the full review, visit: www.byfords.org.uk/press



SPONGE give one, get one FREE!

Started last July on the back of the success of the cakes at Byfords, Sponge continues to flourish. To help spread the word, we are currently offering a special "give one, get one free" promotion – send a delicious Sponge to someone you want to impress and we'll send you one free. See www.sponge.co.uk for more details and other special offers.



Byfords Café, Store and Posh B&B



Winter Warmer

Our annual promotion is now in place for our Posh B&B. It's really simple – book two nights and get the third free **or** book B&B for any number of nights and we will buy you dinner. Offer applies for Sunday to Thursday nights only until the end of March.

Five Star Gold Award... Again!

The Byfords' team received a welcome pat on the back recently with the news that Byfords has been awarded a Five Star Gold Award rating from VisitBritain for the sixth year running, so as you can imagine we're all grinning from ear to ear!



Get Grazing!

As you may have noticed, we've added a new section to our menu to replace the starters. The new "grazing" dishes have already proved incredibly popular and offer some great flavours in a tapas-style service. Order a couple for yourself, or a selection to share with friends with a carafe of wine – this is casual, easy-going dining at its best!



You'll Love Valentine's and Mother's Day!

We will be open as usual on Valentine's Day and Mother's Day with our regular full menu in place so you won't see inflated prices! Valentine's Day is Monday 14th February and Mothering Sunday is 3rd April, with bookings taken for dinner from 6pm onwards. And if you're after something a little different, why not treat your loved one to a Byfords' breakfast or indulgent afternoon tea? Or make Valentine's extra special and stay over for the weekend. Two nights' dinner, bed and breakfast for two (either Friday 11th/Saturday 12th February or Saturday 12th/Sunday 13th February) starts at £470 including a romantic hamper. For details call 01263 711400.



Give the Perfect Gift...

Byfords' Gift Vouchers make perfect presents for every occasion, whether a monetary voucher (£5, £10 and so on) or one for a fabulous Byfords' experience. Choose from breakfast for two, morning coffee and cake, afternoon tea or dinner, or simply a box of delicious Byfords' cakes. Buy them from Reception, by phone on 01263 711400, or on-line anytime at: www.byfords.org.uk/vouchers.



Doing our bit for Parkinsons

Thanks to all of you who've supported our fundraising efforts for Parkinsons – we've raised £6,500 so far and counting! And if you'd like to donate, you'll find collection boxes in the restaurant and Byfords' Store or ask about our JustGiving website.

Career Opportunities at Byfords

Are you a team player who enjoys cooking and the buzz of a wonderful kitchen, or someone who enjoys looking after customers and providing superb hospitality? If so, contact our "Talent Hunter" Jolyon Gough for the latest opportunities at Byfords - by email at: jolyon@byfords.org.uk or on 07817 732400.



Superb Steaks at the King's Head

Just a quick note about our sister business across the road in Holt. We are currently extending the King's Head and adding a fabulous conservatory to the rear of the pub. The new space will bring steak to North Norfolk – a restaurant experience focusing on fantastic quality steak featuring selected breeds for quality, our own maturation fridge for tenderness, and cooking over charcoal for an authentic flavour. The doors will open around Easter time: call 01263 712543 or see www.kingsheadholt.org.uk for more details.

