

THE MCLEISH DELI COMES TO ABERDEEN CITY CENTRE

- Using technology to keep an eye on sales in the new store -

25 July 2007: McLeish Brothers Ltd, the delicatessen and convenience store chain has plans to significantly expand the business. The 60-year-old business, which currently has bases in Dundee, Broughty Ferry, Glenrothes and Inverurie, is now opening another store in Aberdeen's Union Street.

McLeish have invested in a 1800 square foot store in the heart of the business district of Aberdeen. The new Manhattan Deli format store will carry McLeish's usual specialities of freshly prepared deli goods and a food to go menu such as mince and tatties, stovies, beef stroganoff and fishcakes, as well as an international range of freshly-prepared Thai, Chinese and Indian meals. The emphasis will, however, remain on quality fresh ingredients, using local produce. The Union Street store will include a Thorntons' exclusive range and also contains a small seating area for those customers who would like to have a rest and enjoy their purchases within the store.

Stanley Morrice, Managing Director of McLeish Brothers Ltd commented "We feel this location, in the heart of the business district is ideal; not only will we be able to offer workers in the nearby offices freshly made options on their lunch break, but we can also prepare platters for meetings. We can even supply local beers and specialist wines and whiskies to help them celebrate business successes!"

McLeish will be using the same style and format that has proven to be successful in their concept trial store in Inverurie, including their existing Electronic Point of Sale (EPoS) supplier, VoiteQ. Members of the McLeish team have worked with their current EPoS provider for the last 7 years and believe that VoiteQ's VPoS solution is the best fit for their requirements. They will however be making one significant change to the system in this latest store, VPoS will be integrated with their digital CCTV so that they can keep an eye on what is going on in store, from any of the 9 cameras. VPoS' receipt archive facility integrates to cameras located at the Point of Sale terminal, allowing CCTV images to be recalled for specific transactions and displayed alongside the information on the receipt. McLeish will also be making the most of new technology by running videos, on the multimedia customer displays, showing how their food is made in their kitchens and the promotional offers available in store.

Morrice concludes, "The new touch screen tills that we will be using will allow us to run a video, taking customers on a whistle stop tour of kitchens. This will enable the customer to see for themselves the fresh, local produce that we use in the kitchens to create our deli and food to go range. At a time when knowing what goes into your food and how it is produced is becoming more important to people, being able to demonstrate this to our customers is a great feature to have. "

The new McLeish store in Aberdeen will open on 27th July 2007, trading Monday to Saturday, 6am to 7pm.

About McLeish

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About VoiteQ www.voiteq.com

VoiteQ supplies fully integrated retail solutions which incorporate Business Management Systems, Warehouse Management Systems, and EPoS systems, as well as VoiceMan, the UK's leading middleware software for voice solutions.

VoiteQ provides voice directed solutions enabling a hands-free and eyes-free method of warehouse picking that results in a smoother, more continuous operation, which increases productivity and accuracy

Founded in 2001 and headquartered in Blackpool, UK, VoiteQ is the UK's largest supplier of voice directed distribution systems, supplying more than 70% of UK warehouses which have voice implementations

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