



# Relish PUBLICATIONS

## The perfect Christmas Gift for your Customers

When Best Kept Secrets, a national supplier of fragranced gifts, candles and soaps wanted to say thank-you to their customers for a fantastic year, they decided to go for something a little bit different from a standard corporate gift. They decided to partner with leading culinary publisher, Relish Publications, to provide their Top 150 customers with a beautiful Relish Fine Dining Guide and Cookery Book.

Alan Edwards, Director of Best Kept Secrets commented: "We work exclusively with many of the best independent gift retailers in the UK, and wanted to make sure they knew we appreciated their support and business. When looking at the traditional corporate gift market, their was nothing which felt truly exclusive or original. There was also a real contrast in the corporate gifts market, with products targeted for men and gifts targeted for women. Our client base is very diverse with male and female customers across a wide age range. What is consistent about our customers is that they understand the gift market, and know what is available."

"We decided to opt for a gift which was both unusual, but also really high quality, and most importantly find a gift that would be considered valuable and something that our customers would keep. When we realised there was an opportunity to work with Relish Publications, the choice of gift became obvious. Every book is a fantastic and valuable insight into the regional culinary market and with unique recipes, great photography and as hard back editions, they are a really great gift. As the Relish Publications portfolio of books now covers all areas across the country, we could select books which were local to the customer to give the book an even greater personal value."

"We selected Relish North East because it reflected our strong Northumbrian heritage and reflected the best of our own region. The book was a great success as a corporate Christmas Gift for customers, and we received more feedback on this item, than we have on any other mailing to our valued customers. The recipients loved the quality and perceived value of the book, and also knew that this was something they could continue to use and keep. It provided a long lasting gift which are truly hard to find. Working with Relish was easy and they were able to get our books to us immediately when we ordered, so the customers received their gifts exactly when we wanted them, and the impact was instant."

Best Kept Secrets, based in Northumberland supply leading ranges of candles, soaps and have been recognised at the annual Gift of the Year awards in 2013 and 2014.

Mark Carton

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### About Relish Publications

Relish Publications are an independent publishing house offering an exclusive guide to the UK's Finest Restaurants and Chefs. Each Restaurant has been hand-picked by Relish and represents the very best each region has to offer. Selecting a highly acclaimed venue to dine at couldn't be easier. We offer you a full blog about each Restaurant, stunning photography and FREE use of the chef's exclusive recipes so that you can cook like a Michelin starred chef in your own home.

The series of beautiful hard back recipe books, featuring recipes from the region's finest chefs are available from our bookshop, the featured Restaurants and on Amazon. They make perfect gifts for travellers and foodies alike. These ingredients are what make this Relish Restaurant Guide genuine and unique.