

You clots! Cornish cream tea ad whips up furore

Lanhydrock National Trust
March 9 at 8:10:19 - C

Show your mum you care this Mother's Day with afternoon tea in Lanhydrock's beautiful Hall restaurant. Inspired by Victorian recipes from the Redcliff and Queen Victoria's own favourite Newlyn oysters, there'll be a choice of sandwiches, mini scones and freshques and accompanied with Cornish lobster cream and strawberry jam, as well as a hot drink, of course. Come along and look in to all this for just £12.95, from 2-3pm on Sunday. You can book in advance by calling 01208 252651. See you then.



All scene wrong: Lanhydrock's Facebook post

PEOPLE in Cornwall are furious after a National Trust properly published a cream tea advert featuring a scene – with the cream on first.

The Mother's Day post by Lanhydrock House and Garden in the north of the county was branded 'shocking' and 'disgusting'. The National Trust faced calls for a boycott by traditionalists, who put cream on top of the jam.

In Devon, the tradition is to have cream under the jam.

One Cornish National Trust member posted: 'It's jam first you fools. My membership is

Lanhydrock National Trust

How dare you disrespectfully apologise for any offence caused by a recent...
...and apologise for any offence caused by a recent...
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Keep 'em sweet: The apology

well and truly over.' Another added: 'As a top Cornish destination you should know tis jam first! Tint right, tint

proper!' Lanhydrock later apologised and said the staff member responsible had been 'marched back over the River Tamar' to Devon.

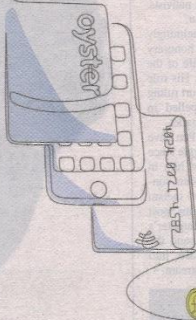
'We'd like to reassure our Cornish community that our catering team would never make such a heinous mistake and our jam and cream are usually served in little pots so the order is not subject to such appalling error.'

'Rest assured, your mothers are safe here,' it added.



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Lego builds a reputation as Britain's No.1 brand

by JOSIE CLARKE

FROM small bricks, mighty reputations grow, it appears.

Lego has been voted Britain's strongest brand – beating Gillette into second place with Apple, Andrex and Coca-Cola completing the top five.

Previous winner British Airways dropped out of the UK Superbrands top 20 rankings, determined through a detailed survey of 2,500 people.

Google and Amazon also vanished from the list compiled by the Centre for Brand Analysis (TCBA), while Disney and Heathrow both returned for the first time since 2013.

TCBA chairman Stephen Cheliotis said: 'British Airways tumbling from top spot to outside of the top 20 should be a wake-up call for all brands. In a world where customer expectations have rightfully risen, brands cannot afford to

disappoint and must continually deliver to retain their valuable reputations. No brand, however strong, is immune to changing consumer sentiment.'

Lego reported a fall in global profits last week as it struggles with the threat of more modern toys. But the Danish firm marked its 60th birthday by taking No.1 spot in the brand list, having been outside the top 20 a few years back.

Established names Marks & Spencer, Boots and Heinz all made the top ten but Mr Cheliotis said 'fresh disruptive brands' posed a threat.

'The likes of Netflix, PurpleBricks and Zoopla may not be challenging for the top spot in the overall ranking yet, but they surely will be if they continue their current momentum,' he said.

BUSINESS BITES

■ RURAL businesses could add up to £2.5billion to the economy if they are given tools such as better broadband to use digital services, a study by Scotland's Rural College and Rural England finds.

■ AN EXTRA £1.15billion is paid going abroad every year in a 'Wild West' of foreign exchanges. A £2,500 swap can result in a £200 fee, while travel agents offer some of the poorest rates, a study finds.

■ SCHUH boss Colin Temple said he is 'not nervous' about a self-off – despite investor pressure on US owner Genesco. Legion Partners said the shoe retailer would do better with 'separate ownership'.

■ HELLMANN'S salad dressing bottles are shrinking by 11 per cent, but the price is unchanged in the latest example of 'hidden price rises'. The 210ml bottle is still £1.65, The Grocer reports.

■ WORKERS at ailing firms should be able to give bad bosses a 'red card', triggering a government response, a think-tank says. More staff should be given shares, ResPublica also argues.

TOURIST RATES

Australia (AS)	1.68
Canada (CS)	1.69
Euro (€)	1.07
New Zealand (NZ)	1.77
Poland (zloty)	4.14
Singapore (S)	1.70
South Africa (rand)	15.46
US (\$)	1.32

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