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Bakery ~ Delicatessen ~ Fresh Fruits and Vegetables
~ Fresh Local and Imported Meats & Sea Food ~
Large Assortment of Wines, Liquors and Mixes ~
Health and Specialty Food ~ Fresh Flowers



Provisioning Your Way With Bobby's – Truth & Dare

Dear Valued Customers and Interested Persons,

Provisioning at Source with Bobby's Market Place Limited is your ultimate Provisioning Experience –

- ✓ **Unmatched Services** – We offer **FREE Pick-up and Delivery**.
- ✓ **Unlimited Access** – We open 7am to 12 midnight, 365 days per year, including holidays, plus we monitor up to four different internet e-mail accounts 24 hours, 7 days a week.
- ✓ **Total Freedom and Flexibility** – Provision your way whether it is traditional Packaged Provisioning, Bobby's New and Superior Full Custom Provisioning, Self Provisioning at our 10,000 sq. ft. Store of sheer Shopping Excellence, or just mix it up any way you fancy.
- ✓ **Unmatched Products** – Our product variety is the largest. Our product quality and consistency is the best. Our weekly ordering system, though hectic, guarantees this!
- ✓ **Responsiveness and Dependability** – We walk and take you through the entire provisioning process hand in hand.
- ✓ **Competitive and Cost Effective** – Provisioning your way at Bobby's can reap you **savings from 20-40%** over traditional packages and other third party offerings. At Bobby's we know that **Value and Price** are not the same thing so that is why we insist on offering a **Value Package** – all the above plus competitive pricing.

You may ask, can Bobby's really accomplish this, how, and why only Bobby's? The truth about Provisioning in the British Virgin Islands will answer these questions and Bobby's Dare.

Bobby's started as a Mom and Pops store some 40 years ago. From this strong local base we grew into the B.V.I.'s Premiere Retail Food Store as the islands' 1st Ultra Modern Super Market in 1987. Our cutting edge leadership continues to manifest itself in our superior stores and services.

The first part of our formula is our **Dedicated Resources**. We maintain a full-time provisioning team including dedicated drivers and delivery / pick-up vehicles, dedicated pickers, a provisioning coordinator and a provisioning liaison. This is the backbone of our dependability and consistency.

The next part of our formula is **Zero Tolerance**. When filling orders we have a Zero Tolerance policy for Zero's – i.e. delivering orders partially filled. All members of our provisioning team have full authority to do whatever is necessary to ensure that orders are completely filled including shopping around at local competitors, ferrying over from the U.S.V.I. or flying over from St. Martin.

Our secret however, is our **Retail Focus**. The needs of Boating Customers are closer to those of the most demanding individual home shoppers. Wholesale and Institution-Style-Food-Service treatment will not do! Our retail team processes each order individually as a meticulous and discriminating home shopper would,

inspecting each and every product for suitability, freshness and quality while getting the quantities right. This is the key to our guarantee of unmatched service and quality. Provisioners miles away from home, whether on sea or land, deserve the same personal, individual, custom and unique shopping experiences they are accustomed to at home instead of the impersonal and institutional treatment of the wholesale and third party specialty companies. Our size, our volume, our experience and organization will guarantee all this.

- ✓ Our natural Retail Organization ensures our unmatched accessibility, responsiveness and dependability.
- ✓ Our Retail Experiences and intimate understanding of the individual needs of shoppers assures your freedom and flexibility.
- ✓ Our Retailing demands for frequent stock replenishments and the lack of restrictions due to distributorships, franchises and brand loyalties guarantee you the best product variety, quality and consistency.
- ✓ Our volume and size as the Premier Food Retailer and the single largest retailer of any kind in the B.V.I. allow us to buy at the same or better sources than traditional wholesalers guarding our competitiveness and cost savings and unmatched services to you, valued shoppers and provisioners.

Packaged Provisioning Vs Custom Provisioning -

Packaged Provisioning is sort of a tradition to Charter Boat Companies. Obviously this is the more expensive route to boat provisioning, but there is still a market for this option in those new to yacht chartering and those who can not or would not be bothered to organize their own Full Custom Provisioning. In addition it also makes an easy sell as part of the charter contract. The bottom line is that it simplifies the entire charter/provisioning process.

The simple fact however, is that **no charter boat company in the B.V.I. is organized to do food provisioning**. Some have tried but they have all failed. Bobby's hope for a most effective working relationship with charter companies is that we provide them with the unmatched provisioning services you, the customers, deserve – accessibility 7am - 12 midnight 365 days a year including holidays, responsive and dependable service, product quality, variety and consistency. All packaged provisioning, if the customer desire, can be done through the charter company as this is compatible with their charter business, while we, Bobby's, do the actual work and bill the charter companies directly at discounted prices. As already mentioned, this will keep the charter/provisioning process a one-stop simple process.

Full Custom Provisioning on the other hand will save you considerably over Packaged Provisioning, and doing it your way at Bobby's means **no compromises in services and no hassles**. Any customer wishing to go this route should be allowed to do so **DIRECTLY** with Bobby's. **Charter boat companies never were and never will be organized to handle Full Custom Provisioning**. If customers desire the **advantages** of Full Custom Provisioning, the option should be there. Anything less than the cost effective and unmatched services of Bobby's direct Full Custom Provisioning Services would be a disservice to customers.

It is clear then that Provisioning Your Way With Bobby's is in the best interest of all, in both the immediate future and the long run. Provisioning and Charter companies will benefit from the positive reputation, testimonials and references of loyal satisfied customers who know **VALUE**, and that **VALUE** is what they got when chartering and provisioning in the B.V.I. Industry wide, it will make the B.V.I. more cost effective, competitive and desirable as a Charter Boat and Tourist Destination.

To conclude, I will leave you with some testimonials from our customers since the beginning of this season in the postscript below...

Rgds,
Leon S.A. Brewley
Bobby's Market Place Limited

PS - Testimonials...

Thanks Leon. We really appreciated the good service. This was our first time not shopping on our own and using someone for provisioning. Needless to say, we'll certainly be calling you again next year
jehtnf@attbi.com

Your note is most welcome and a nice touch of customer service. Our experiences with the provisions and the staff at Bobby's continue to be of the highest caliber. Will most certainly recommend Bobby's at every opportunity. Larry & Maribeth [mbnlwj@cox.net]

Our experience was certainly a good one as well. The delivery was exactly on time and the guys were friendly. The food delivered was fresh and stayed fresh ... we were still eating the steaks and deli meats a week later !! This is even more amazing as we had a broken fridge on the boat.

In addition, everyone at Bobby's was very understanding when my VISA wasn't accepted until I straightened things out the next morning ! Sinclair, Michael [Michael.Sinclair@CIBC.com]

Hey Leon,

Thanks for making provisioning so easy!! We will be back and you can be sure you will be highly recommended to anyone we know sailing in the BVI's! Mary [Mhilde2001@aol.com]

Leon: You beat me to it ---- I wanted to thank you very much for supplying our provisions -- the supplies were perfect--- we greatly appreciated it --- and, yes, we did enjoy the warm weather and sailing the beautiful blue/green ocean water ---- the islands are truly paradise!!! Thanks again from the colddddd northeast!!! Sue & Jeff KennedyJeff and Sue Kennedy [suejeff@mindspring.com]

We just got back and we wish we never had to leave.

We most definitely will come back, and most definitely will use your provisioning services in the future. The order was perfect and we can't say enough good things about the quality of service that we received from everyone at your store.

Thanks for everything!Jeremy Roberts [jeremy@sampleheads.com]
