

Joe's Corporate Branding & Collateral

Joe's is an ecommerce site specialising in the sale of fresh tasty and very low fat sausages and meat products www.joessausages.co.uk Joe's branding is eye catching, friendly and appealing. The bright design means that it is also distinctive (some would say we were brave to use red and green together, but we feel it works!). The tape measure pulls the whole image together, and quietly intimates that Joe's products are good for you if you are watching what you eat?



Joe's website: www.joessausages.co.uk

Joe's website is undeniably eye catching. The site is easy to navigate and clearly identifies that Joe's customers can connect with them in many ways including via Facebook and Twitter. There are 3 easy to navigate pages of products that include; 12 flavours of low fat delicious sausages, 3 varieties of meaty burgers, 3 delicious grill sticks and 8 different scrumptious marinated meats made from chicken, pork and beef.

Joe's
famous lower fat products

Customer Log In

Low Fat Sausages | Low Fat Burgers and Grills | Marinated Meats | Stockists

Welcome to Joe's.
Joe's is a family business and we have been making sausages for nearly 40 years.
We have developed a range of products that are VERY high in protein and VERY low in fat and the best bit is, they are really tasty.
If you are simply choosing to eat foods which are better for you, why not have a look at our nutritional information and see how low in fat our products really are?
For those of you who follow Weight Watchers®, we have 'pointed' each of our products and Joe's sausages, burgers, grill sticks and marinated meats start at only 2 ProPoints® each.
For Slimming World® followers our range of sausages, burgers, grill sticks and marinated meats were previously certified as Free Food®/Syn Free®. Slimming World® have now ceased issuing new certificates for butchers products, however we have NOT changed our recipes since our certificate expired. You can check this by using the nutritional information on the Slimming World® on-line calculator.
All of our products are made FRESH EVERYDAY and delivered to you FRESH. Products are delivered by Parcel Force Nationwide Delivery Service, on a before midday service (see 'Delivery & Discounts' for our range of charges).
We look forward to you joining the many happy people who have discovered Joe's and managed to stay on their healthy eating plan and continue to loose weight.
Howard, Emma and the Team at Joe's

MINIMUM ORDER 8 PACKS
FREE DELIVERY 16+ PACKS

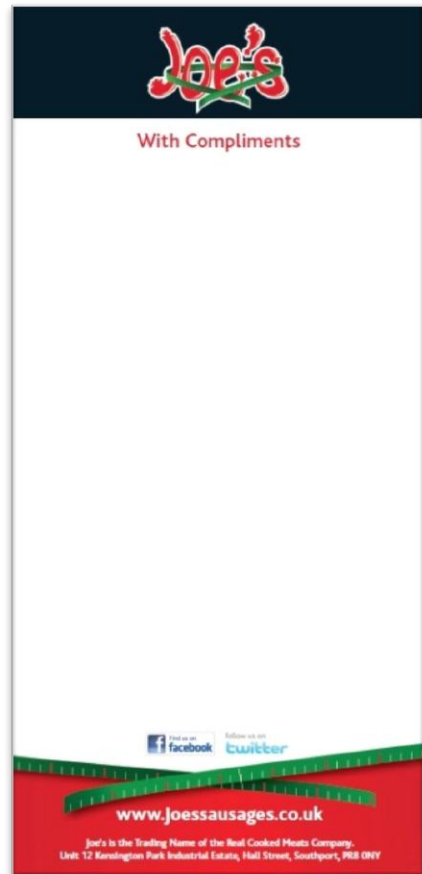
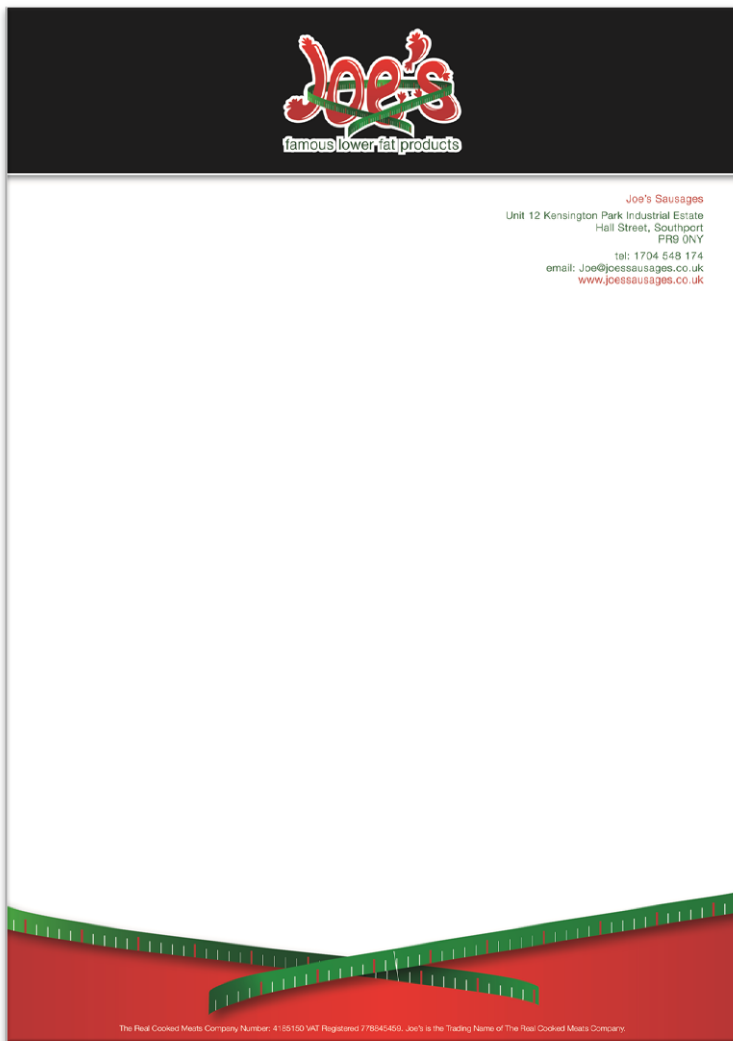
PayPal
British Pork | Suitable for Home Freezing

Joe's News
CHRISTMAS OPENING
Last delivery BEFORE Xmas is Thursday 15th Dec. First delivery in the NEW YEAR is Wed 4th Jan. Order early.
CHRISTMAS TREATS
All orders will receive a FREE pack of Sausage Meat AND a FREE pack of Chipolatas! Happy Christmas from Joe's.
YOU PICK YOUR DELIVERY DAY
You can pick your delivery day, Tue, Wed, Thurs or Friday.
AM DELIVERIES
All orders are delivered between 8am & midday.
LOW FAT & HEALTHY
We have not changed our recipes.

Recommend Joe's to a Friend

Terms and Conditions | © Joe's Sausages 2011

Stationery



Literature

Joe's literature is simple. The 2 sided A5 leaflet showcases the range of products as well as how to get in touch; Web, Facebook and Twitter. On the reverse is the certificate issued by Slimming World. Leaflets are distributed to local stockists and sent with each order.



Sausages: Less than 3% fat

Thick Pork	Pork & Leek
Lincolnshire	Garlic & Herb
Cumberland	Pork & Tomato
Chipolatas	Pork & Apple
Old English	Chilli & Garlic
Sausage Meat	Pork & Mustard

Marinated Meats: Less than 3% fat

Chinese Chicken Steaks	Cajun Pork Steaks
Peppered Chicken Steaks	Peppered Pork Steaks
Hot & Spicy Pork Steaks	Peppered Beef Steaks
Chinese Pork Steaks	

Grill Sticks: Less than 3% fat

- Pork & Chilli
- Pork & Apple
- Pork Garlic & Herb

Burgers Less than 5% fat

Beef Burgers	Less than 5% fat
Pork & Chilli Burger	Less than 3% fat
Pork & Apple Burger	Less than 3% fat

Find us on  facebook


Follow us on  twitter

British Pork 

Sustained by  ICMS FROZING

Slimming World Certificate P.T.O.

www.joessausages.co.uk



Certificate

31st October 2008 Certificate valid until 13th July 2011

Howard Callaghan
Joe's Sausages
12 Kensington Park Industrial Estate
Hall Street
Southport
PR9 0NY

Slimming World's Original Choice
Syn Values


		per 100g unless stated
Beef Burgers, 113g each	-	Free Food
Peppered Beef Steaks	-	Free Food
Chicken Kebabs	-	Free Food
Chinese Chicken Kebabs	-	Free Food
Spicy Chicken Kebabs	-	Free Food
Chicken Steaks, approx 200g each (Chinese/Peppers)	-	Free Food
Pork Burgers, 113g each (Apple/Chilli)	-	Free Food
Pork Grill Sticks, 67g each (Apple/Chilli/Garlic & Herb)	-	Free Food
Pork Sausage meat	-	Free Food
Pork Sausages, Plain, 23g or 50g each	-	Free Food
Pork Sausages, Flavoured, 50g each (Apple/Chilli & Garlic/Cumberland/Garlic & Herb/Leek/Lincolnshire/Old English/Tomato)	-	Free Food
Pork Steaks, approx 200g each (Cajun/Chinese/Hot & Spicy)	-	Free Food

Julie Shaw
Foods Co-ordination Dept

The above mentioned products have been analysed and submitted to Slimming World's Foods Co-ordination Department for evaluation.

Slimming World is the trading name of Miles-Burnell Administrative Services Ltd registered in England number 3040221 whose registered office is at Chase Park Road, Bournemouth, Dorset, PO15 4ED.

A DL leaflet is also put in with each order asking Joe's Fans to pass on the leaflets to family and friends, to help spread the word of the best kept secret in the slimming world....great marketing eh?!



Dear Joe's Customer,

As you may be now be aware, Slimming World is planning to withdraw the certification previously awarded to local butchers, including Joe's. Sadly, according to Slimming World, some butchers 'abused the scheme' and have been 'falsely claiming that products have been analysed as Free Food'. Slimming World have advised that no more certificates will be issued as of now, however some certificates will remain valid until June 2012.

We would like to assure you that we have NOT and WILL NOT be changing the recipes of our products without first informing you. Our certificate is still valid until 13th July 2011.

Once the SW certificate becomes out of date you may still check the Syn value of our products using the nutritional information on our website or on our product label; simply insert the relevant values into the SW on-line Syn Calculator.

For example: Joe's Pork Sausage

Calories (per 100g)	114.8g	Protein (per 100g)	19.8g	Carbs (CHO) (per 100g)	40.3g	Fat (per 100g)	2.17g	Package/Portion Size (grams)	100g
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The results from the on-line Syn Calculator would be:

Free per package/portion on Original **Free per package/portion on Extra Easy**

However, as we have NOT changed the recipes the Syn values will remain unaffected until SW change the way Syn's are calculated.

We do hope that you will continue to enjoy your Joe's goodies. Our Facebook page is a great place to find out about new products and find out about special offers, why not join us at www.facebook.com/joessausages and show us your support?

Howard
And the team at Joe's

www.joessausages.co.uk



Thanks for choosing Joe's Sausages.
We know you will love them!

Joe's really is one of the best kept secrets in the slimming world. The one thing everyone does know is that...

Joe's Sausages are DELICIOUS.

Want to help us spread the word? Please pass on the enclosed leaflets to your friends. Or why not join us on Facebook or follow us on Twitter?

Enjoy!!

Your friends at Joe's

Find us on  facebook

Follow us on  twitter

www.joessausages.co.uk



Social Media: Facebook

Joe's has embraced the world of social media to great effect and their Facebook page can be found by searching for the group: www.facebook.com/joessausages. Joe's keep in touch with their followers on a daily basis and post regular updates on new products and special offers, followers can also chat to each other, share recipes and ask questions.

Twitter

People talk to each other in many ways, so we also created a Twitter page www.twitter.com/joessausages which is branded so there is no doubt about who you're following! Follow Joe's on Twitter to find out about offers and promotions and pick up dieting tips along the way.