FEBRUARY 20 - 26, 2025

# LONDON

CHAMPIONS CIRCLE

GSC

# LONDON CALLING

London, England, is an enchanting destination that effortlessly blends rich history with contemporary charm, promising an unforgettable adventure for any traveler. From the iconic Tower Bridge standing proudly over the River Thames to the majestic Buckingham Palace, where you can catch the Changing of the Guard ceremony, the city is a treasure trove of renowned landmarks. Embark on a journey through time as you wander the cobbled streets of Covent Garden or explore the impressive British Museum, home to an astonishing array of artifacts spanning centuries of human civilization. Indulge in retail therapy along the bustling Oxford Street or delve into the literary realm with a visit to Shakespeare's Globe Theatre. With its vibrant culture, world-class dining scene, and countless hidden gems waiting to be discovered, London is an experience not to be missed. Come and immerse yourself in the magic of this captivating metropolis.

## REGISTER

SCAN THE CODE OR VISIT

grocerysupply.com/gsclondon2025

## 10 Things to do in London

- **Explore the British Museum**
- **Visit the Tower of London**
- **Stroll along the South Bank**
- **Wander through Covent Garden**
- **Take a Thames River Cruise**
- **Catch a West End Show**
- **Explore Notting Hill**
- **Visit Buckingham Palace**
- **Indulge in Afternoon Tea**
- **Discover Greenwich**

## LONDON FACTS

**The Underground:** London's Underground, also known as the Tube, is the oldest underground railway network in the world, opening its first line in 1863.

**Royal Parks:** London boasts eight beautiful Royal Parks, covering over 5,000 acres of green space, including Hyde Park, Kensington Gardens, and Richmond Park.

**Multicultural Hub:** With over 300 languages spoken within its boundaries, London is one of the most linguistically diverse cities in the world, reflecting its vibrant multicultural population.

**Big Ben:** Contrary to popular belief, "Big Ben" actually refers to the clock's bell inside the Elizabeth Tower, not the tower itself. It's officially known as the Great Bell.

**Theatre Capital:** London's West End is renowned for its world-class theatre scene, hosting blockbuster musicals, classic plays, and avant-garde performances in iconic venues such as the Royal Opera House and the Globe Theatre.

**Street Art Mecca:** Shoreditch, in East London, is a hotspot for street art enthusiasts, featuring works by renowned artists such as Banksy and Stik, as well as constantly evolving murals and installations adorning its walls.

"London, thou art the flower of cities all!"

William Dunbar

“By seeing London, I have seen as much of life as the world can show.”

Samuel Johnson

# CHAMPIONS CIRCLE

Grocery Supply Company offers this merchandising program to its retail customers during the 20-week promotional period. A new drawing is held each week. Customers may win more than once, thus ensuring their participation in purchasing manufacturer and broker sponsored products for each weekly drawing.

| PURCHASE BETWEEN THIS AMOUNT: | | | | NUMBER OF CHANCES |
|---|---|---|---|---|
| $750.00 | - | $899.99 | and receive... | 1 chance |
| $900.00 | - | $1,199.00 | and receive... | 2 chances |
| $1,200.00 | - | $1,399.00 | and receive... | 3 chances |
| $1,400.00 | - | $1,699.00 | and receive... | 4 chances |
| $1,700.00 | - | or more | and receive... | 5 chances |

The chart lists features available to you at each sponsorship level during the 20-week promotional period is: 6/24/24 - 11/8/24

| | PLATINUM | GOLD | SILVER |
|---|---|---|---|
| A complimentary trip for two to London, England with Grocery Supply Company, February 20 - February 26, 2024 | ✓ | ✗ | ✗ |
| Number of mutually agreed upon line items that qualify for this promotion. | 40 | 30 | 20 |
| Number of mutually agreed upon new items handled as a swap for dead items. | 5 | 3 | 1 |
| Number of pages of advertising with product listing in our Vendor Product Listing Book. | Two | One | ✗ |
| Selected items will be listed in the Vendor Product Listing Guide. | ✓ | ✓ | ✓ |
| Option to purchase an extra customer trip for two. | ✓ | ✓ | ✗ |
| Recognition throughout the Champion's Circle program. | ✓ | ✓ | ✓ |

Program itinerary is subject to change

The money committed to becoming a sponsor of the Champions Circle Program in no way detracts from the present allowances, marketing considerations, or earned income revenues of other accruals the manufacturers and brokers are presently offering to promote and merchandise products. Champions Circle sponsoring manufacturers and brokers are given promotional support by Grocery Supply Company staff, merchandisers, marketing specialists and sales management.

Purchases are valued towards winning designated trips only. They are not redeemable for cash by Grocery Supply Company customers. The management of Grocery Supply Company reserves the right to accept or negate any merchandise proposal by the sponsor. Customers can only win trips by winning weekly drawings. Drawings start 7/1/24 and end 11/11/24.

**Register now at grocerysupply.com/gsclondon2025**

## The Westminster London by Hilton

Nestled in the heart of London, the Westminster Hilton Hotel stands as an epitome of luxury and convenience, beckoning travelers to experience the essence of elegance amidst the bustling cityscape. With its prime location just steps away from iconic landmarks such as Big Ben, the Houses of Parliament, and Westminster Abbey, guests are immersed in the rich history and grandeur of the capital from the moment they arrive. Offering impeccable service and opulent accommodations, the hotel provides a haven of comfort and relaxation after a day of exploration. Whether indulging in gourmet dining at its exquisite restaurants, unwinding in the lavish spa facilities, or simply admiring breathtaking views of the London skyline from the comfort of your room, you are sure to be enchanted by the allure of the Westminster Hilton Hotel. A stay here promises an unforgettable London experience filled with luxury, sophistication, and unparalleled hospitality.

ITINERARY

# LONDON

FEBRUARY 20 -26, 2025

**February 20-Thursday**
- Departures from US cities to London

**February 21-Friday**
- Arrival in London
- Welcome event at hotel

**February 22-Saturday**
- Breakfast at leisure
- GSC Hosted activity: City of London and Tower of London tour

**February 23-Sunday**
- Breakfast at leisure
- Enjoy the day exploring London neighborhoods and historic sites or enjoy your preselected activities

**February 24-Monday**
- Breakfast at leisure
- Another day at leisure to enjoy the many famous sites in London and beyond

**February 25-Tuesday**
- Breakfast at leisure
- Enjoy your last day in London by choosing from preselected activities or a day discovering more London treasures

**February 26-Wednesday**
- Breakfast at leisure
- Departures back to USA

## Individual activity options

West End Tour
British Museum & Natural Gallery
St. Pauls Cathedral
Kensington Palace
London Mini Cooper Tours
London on Two Wheels
Thames River Rib Blast
Borough Market Food Tour
Beer Discovery Experience
Afternoon Tea Bus Tour