

The New Forest District Council for Outstanding Customer Service

Food for Thought

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Food for Thought is a fine food store based in the centre of Ringwood.

Sourced from smallholdings and farm kitchens, all products have been personally selected for their local, regional and national influences to bring together a fine assortment of preserves, pickles and pastas plus a variety of fresh olives and Mediterranean oils.



Face to face customer service is maintained and delivered through QUEST - Quality, Uniqueness, Excellence, Service, Trust. As part of this, all staff are encouraged to meet and greet with 10 feet and offered a fully attentive service without appearing overzealous. Customers are encouraged to try new products as laid out in tastings, up to 20 of which are available every day of the week.

In direct response to customer requests, over 750 additional lines, fresh meats and specialist cheeses have been added to the store. In addition, specialist dietary requirements e.g. vegan, gluten and wheat-free are now catered for within the product range.



A range of payment methods are accepted including cash, cards and Food for Thought gift vouchers. Jonathan and his team are also happy to take John Lewis vouchers as a method of payment.

Food for Thought have recently launched a prescriptive hamper service primarily for the gift market. The newly launched website allows for good to be purchased online and delivered free of charge to local addresses within 24 hours.

