

"Cork's new Mall"

the exciting new

Wilton Regional

Shopping Centre

A First in Ireland for Cork shoppers

A NEW EXPERIENCE in shopping — vividly describes the Wilton Regional Shopping Centre. Cork City's first indoor suburban complex, which is to be officially opened by the Lord Mayor, Councillor J. A. Corr tomorrow.

The new 110,000 sq. ft. shopping mall, nucleus of a 225 acre, million development is geared to attract shoppers not only from the growing surrounding residential suburb but, also from a large catchment area of 20 miles radius. Obvious advantages are easy access for pedestrians and vehicles; large areas of free parking; and the variety and competition provided by a large, department store, Roches

Stores; a large supermarket, Quinnsworth, as well as 36 other shops; and all, as it were, under one roof.

The Wilton Regional Shopping Centre occupies an 11.5 acre site, the main entrance to which is directly across the road from the entrance to the new Regional Hospital. The well-designed new shopping mall is sited on the city side of the stately, mature tree-lined entrance to the Church of the African Missions, a well-known Cork landmark. Surrounded by large parking areas the new shopping mall lies unobtrusively and in quiet harmony with its prime residential surroundings.

The enticing and worthwhile advantages to shoppers did not just happen.

They were "planned into" the new facility to meet the demands of the 80s. A market survey conducted on behalf of the developers, Wilton Securities Ltd., in 1975, confirmed that the then proposed new regional shopping centre would be a valued addition to the amenities of a rapid-expanding suburb as well as to an outer limit catchment area with a population of over 100,000 persons.

Based on the response from the market survey, an up-dated conservative estimate of consumer spending in the Wilton Regional Shopping Centre would be in the order of £25 million plus per annum; or in other words, approximately half-a-million pounds each week.

Designed to meet demands of the 80s

THE detailed facilities brief of the developers, Wilton Securities Ltd., had been admirably fulfilled by the Cork architectural firm of Kelly and Barry and Associates. The layout has been based on the concept of a completely enclosed regional shopping centre with pedestrian flows along two individual walls on a single floor. The major tenants are

Roches Stores, occupying 40,000 sq. ft. at the northern end of the complex and Quinnsworth, occupying 25,000 sq. ft. at the southern end. The two pedestrian walls join these two large stores and the two walls accommodate 36 other shop units, varying in size from 450 sq. ft. to a maximum of 1,000 sq. ft. In addition there are management offices and public toilets.

A feature is the treated-air system servicing the centre to cater for variations in the external weather conditions. The entire complex is heated and ventilated by means of a low velocity warm air heating system. Fresh outside air is blended with recirculated air from the stores, filtered, pre-heated to a temperature of 2 degrees C. and distributed to the various zones.

The exterior of the buildings is finished in chocolate brown brickwork with glass reinforced fascia in mushroom colour with white trimmings. The interior design, layout and shopfitting have been closely monitored by the architects. The mall floors are marble/terrazzo with "Abelia" marble and black cladding to columns.

There are four well-

defined entrance points to the shopping centre, three of them lead into the malls with easy access to all shops and stores. The fourth entrance leads directly into Roches Stores.

Surrounding the shopping centre are parking areas for 750 cars and the entire area will be fully landscaped.

The second of its kind in Ireland, the first was at Dun Laoghaire, the new Wilton Regional Shopping Centre is conveniently located at the hub of the rapidly expanding residential suburbs of Bishopstown, Togher and Glasheen. It is bounded by the southern ring road and is adjacent to the main arterial route to south and west Cork.

Cork Regional Hospital at Wilton occupies a corner site opposite the new shopping

complex. Jointly and with other developments in the area they form the nucleus of a new regional centre in Munster.

In close proximity, General Accident Fire & Life Assurance Co. Ltd. have recently opened an 18,000 sq. ft. office block development and other sites have been set aside for banks, a public house and restaurant complex; and a major garage facility for the Smith Group.

As part of the overall development, 210 acres will be set aside for residential and industrial purposes. Work is proceeding on some of the industrial and residential projects. These include 2,000 housing units, and approximately 450,000 sq. ft. of light industrial and manufacturing space.

The ESB has acquired a 17 acre site immediately to the south of the shopping complex and plans for its development into the organisation's Munster headquarters.

P.J. Hegarty Ltd., Cork, are the main contractors, the company was awarded the £2 million contract and in addition that for the construction of the Roches Stores facility amounting to a further £750,000. The Quinnsworth store contract, amounting to £500,000, was awarded to the Dublin firm, J. Manning Ltd.

The construction team and design team of the Wilton Regional Shopping Centre also included: Architects, Kelly & Barry & Associates; Consulting Engineers, John O'Donovan & Associates; Quantity Surveyors, P.F. Coveney & Son.



Convenience, variety and value — it's all at Wilton

THE primary desires of every shopper are convenience, variety and value. Modern living conditions, however, rarely allow

these three needs to be met at the same time and in the same place. This is true, especially in the light of growing traffic

congestion and poor public transport services which are aggravated at certain times of the year by wet and windy weather.

The new Wilton Regional Shopping Centre was conceived and designed to meet these primary desires of the customers of the 1980s.

CONVENIENCE: Located at Wilton at the south west of the city and about two miles from the city centre, the shopping complex is readily accessible from most parts of the city. And, when the customer gets there, there is free parking close to each of the four entrances to the Malls.

This is true not only as regards the primary trade area which includes Bishopstown, Glasheen, Togher and Sundays Well, but also for the secondary trade areas which would include Blackrock, Douglas-Grange, Lehanagh, Dunderrow and Ballygarvan.

Then there are the tertiary trade areas from which

shoppers will also travel, stretching from Ballincollig, Ovens, Blarney, Dripsey, Ballymartle, Kinsale, Passage West, Monkstown and Carrigaline and many other towns within a 30 minute driving range from where it is possible to reach the Wilton Regional Shopping Centre without having to risk getting stuck in centre city traffic.

VARIETY: The two large group firms, Roches Stores and Quinnsworth together, with the other 36 shops, will provide a complete range of all consumer shopping requirements — fashion, grocery, footwear, electrical, chemists, hairdressing, restaurants, TV and audio equipment and specialist boutiques.

Roches Stores have geared to provide the same variety and value of merchandise as

in the Patrick Street premises coupled with the same high standard of service. All senior personnel in the Wilton Centre store have had several years experience in Roches Stores.

Quinnsworth in their 25,000 sq. ft. supermarket also guarantee a wide variety of goods at highly competitive prices.

VALUE: The mix of stores and shops in the Centre will ensure the type of competition which will guarantee excellent value to all shoppers. Many of the shops carry names already well-known for excellence of goods and value.

The overall management of the new centre will be carried out by Wilton Securities Ltd., under the supervision of Mr. Carl McEnri.

Official Opening Tomorrow



"A message from the Lord Mayor"

The new Wilton Centre is by far the largest of the suburban shopping developments and is a major addition to the volume of retail space in Cork City. The typical modern shopping centre is characterised by ample parking space, good service access and a traffic free environment with attractive architectural standards for the shopper. The Wilton Complex incorporates these principles and in addition protects the shopper from our unpredictable weather. In an architectural and town planning sense the new Shopping Centre and the Regional Hospital provide a major focus point for the Western suburbs.

The developer of the Wilton Centre, his Architect and Builders are to be congratulated also for the manner in which the Shopping Centre has been enhanced by the retention of the trees which have been landmarks in this area for generations. The co-operation of the Developer as regards the development of adequate roads and the new roundabout is appreciated. Wilton Securities provided the land and constructed the new road which runs south from the roundabout. The Corporation has provided an underpass in the new road to ensure safe access for pedestrians.

The capital invested in this new Shopping Complex and its precincts is an acknowledgement of the dynamic growth taking place in the Cork area.



Ireland's first Regional Shopping Centre

CORK, as a region, has benefitted substantially from our developing economy and the increase in population shown in the recent census is indicative of a strong and expanding economy. It is interesting to note that the Cork Rural District, and area immediately adjoining the City boundaries, has shown a population increase of 52% between 1971/79.

Douglas), which provide a limited range of retail services, primarily geared for the food/grocery shopper, convenient to the new residential areas.

A Regional Shopping Centre aims to provide the benefits of both forms of shopping in a modern environment. In view of its size, it will normally be located outside the City Centre and will include one or more department stores and a comprehensive range of food and non-food retailers.

Regional Shopping Centres are an established feature in the United Kingdom and America, and the Wilton Regional Shopping Centre is the first development of this kind in Ireland.



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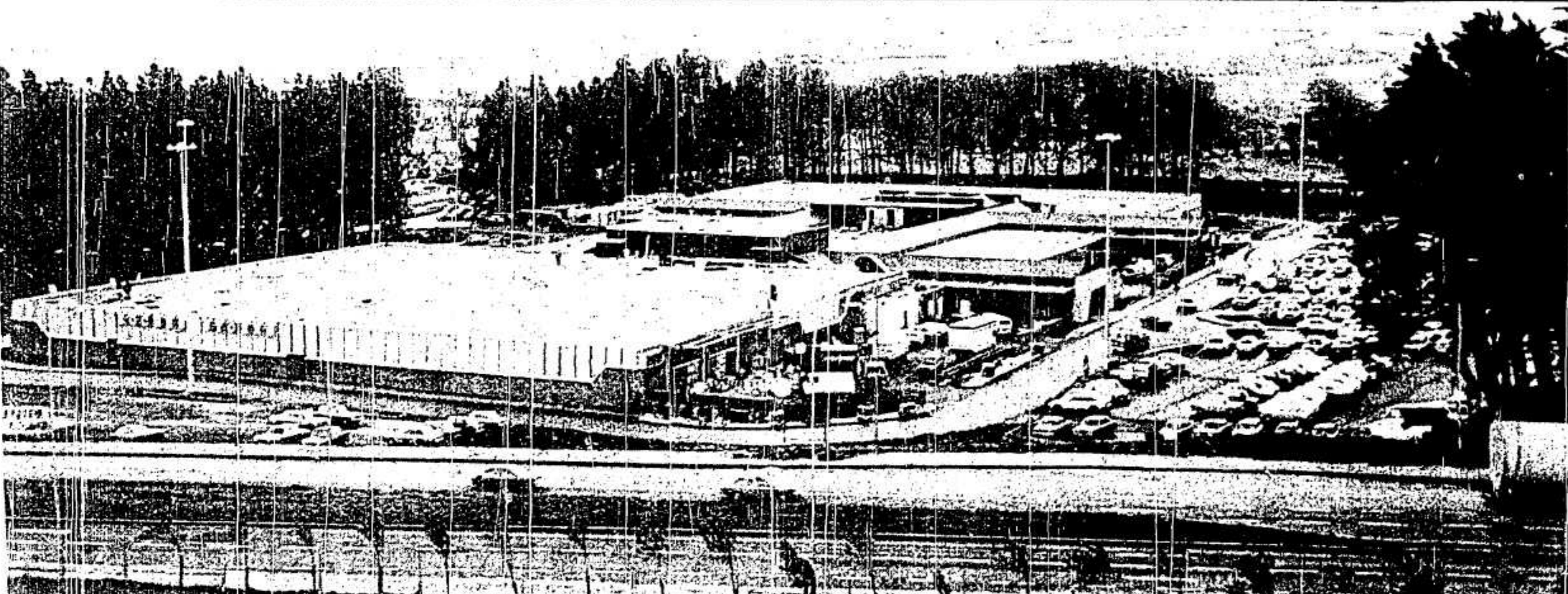
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WILTON SHOPPING CENTRE



A panoramic view of the Wilton Centre taken from the roof of the Regional Hospital opposite. The road in the foreground is the new dual carriageway leading from the Wilton roundabout to the West Cork road.

Wilton Centre investment determined by Cork housewives



PRESERVING THE GREENERY

IT WAS the growth in consumer requirements which prompted the initial development for the Wilton Regional Shopping Centre. These requirements became readily obvious following an in-depth survey of householders

and shoppers in the immediate area and in the anticipated market area within 30 minutes driving of the proposed

location. The survey was conducted in 1975 on behalf of the developers, Wilton Securities Ltd.

ATTRACTIONAL landscaping is a particular feature of the Wilton Centre, given its unique position surrounded by mature trees. Every effort has been made to ensure that Wilton retains as much of its greenery as possible and Birch Hill Landscapes Ltd. of Ballincollig, Co. Cork, are planning to blend the new structure into the existing landscape as well as providing a colourful environment for both shoppers and those working in the Centre. The result will be a bright and pleasant location for shopping, without the stark effect of concrete and tarmacadam.

Birch Hill Landscapes have also completed landscaping at the Douglas Shopping Centre, Cork Regional Hospital, ESB Station, Aghada, The General Accident Offices, Wilton and Raybestos Manhattan Plant.

New design

MECHANICAL installation at Quinnsouth, Wilton was carried out by the long-established Cork firm, John Horgan & Son Ltd. Their work included heating, ventilation, firefighting and plumbing. Amongst their more prominent contracts have been work at Cork County Hall, Cork Opera House, School of Commerce and the General Accident Offices at Wilton. J. Manning & Co. Ltd. carried out the internal construction and fitting out of the Quinnsouth store. They have been responsible for an entirely new shopfitting and internal decor scheme which makes the store an attractive and lively location for supermarket shopping.

At that time there were approximately 40,000 households within the trade area, Wilton, was then and is today a prime residential area. The availability of up to 1,000 acres of level serviced land available for growth ensures that continued expansion. Apart from the new housing, some of the more important and expanding developments in Cork are also located in or near Wilton. These include the new £25 million regional

hospital, the Regional Technical College, Headquarters of the Cork County Council and Southern Health Board, Cork Farm Centre, and the additions to University College Cork. All of these have attracted a considerable number of people to the Area.

Since 1945 there has been an increasing rate of growth both throughout the suburbs and within the satellite towns around the city. Gov-

ernment statements have, in fact, suggested that planning studies for the Greater Cork area should cater for a population growth of up to 350,000 persons by the year 2,000.

Such rates of population increase, unprecedented as they are in the history of Cork, would not in themselves have guaranteed that the changing needs of consumers would have to be considered.

Wilton Securities Ltd., therefore commissioned a detailed survey which was carried out by Irish Marketing Surveys.

The main source of information for the study was obtained by means of a Home interview survey of households in a broad catchment area surrounding the ten proposed shopping centre. Initially three trade areas were drawn around the location where the new Wilton Regional Shopping Centre now stands. The primary trade area was delineated to include the main areas of housing within one and one-half mile radius of the centre.

The secondary and tertiary trade areas were delineated by the drawing of 20 minute and 30 minute driving-time horizons around the proposed centre. Adjustments were made to exclude areas which did not seem relevant. Altogether there were seven trade areas defined and interviews on a pro-rated basis were conducted. The results were weighted to ensure the resultant data reflected the overall habits and attitudes of people in the total study area.

Questions asked of shoppers and householders included points about existing shopping habits in terms of local shopping; visits to the City centre and trips to other shopping areas. Housewives were asked about the number of shopping trips they made each week; the distances they travelled to shops and their

expenditure on different shopping items.

"Just what the housewife desires" — was the verdict following study of the market research survey. The findings indicated that the centre would be a valued amenity in an expanding area of Cork City. Eighty per cent of the housewives within a one-mile radius stated they would probably use the Wilton Regional Shopping Centre for their main weekly shopping trip, while half of these were very definite about shopping there.

The demands for such a shopping centre were also quickly recognised by two of the major retailers, Roches Stores and Quinnsouth. So confident were both of these companies that they quickly became the major tenants. Together they acquired over 1.5 acres of retail space. The Centre was off to a flying start. Quickly, applications from smaller and specialist retailers flowed in. The operating company, Wilton Securities Ltd. via their letting agents Keane Mahony Smith (Cork Office) and Druker Fanning and Partners (Dublin), carefully completed their letting programme.

The centre is expected to host shoppers from the following trade areas.

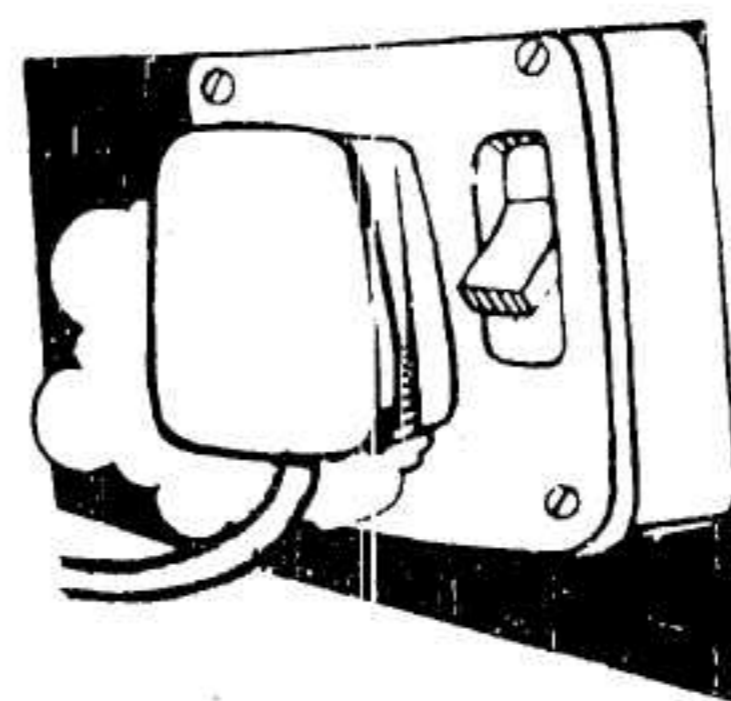
- Primary Trade Area: Bishopstown, Glasheen, Togher, Sunday's Well.
- Secondary Trade Areas: East Zone: Blackrock, Douglas, Lehenagh, Knockvilly, Dunderrow, Ballygarvan, Innishkenny.
- South West Zone: Ballincollig, Ovens, Ballygorman.
- North Zone: Cork Rural, Carrinohanebeg.
- Tertiary Trade Area: North West Zone: Blarney, Maltehy, Dripsey.
- South West Zone: Kinsale, Moviddy, Kilbonane, Templemartin, Cannaway, Ballympurhy, Brinnyl Leigmooney, Ballymartel Templemichael.
- South East Zone: Passage West, Carrigaline, Liscearg, Cullen.

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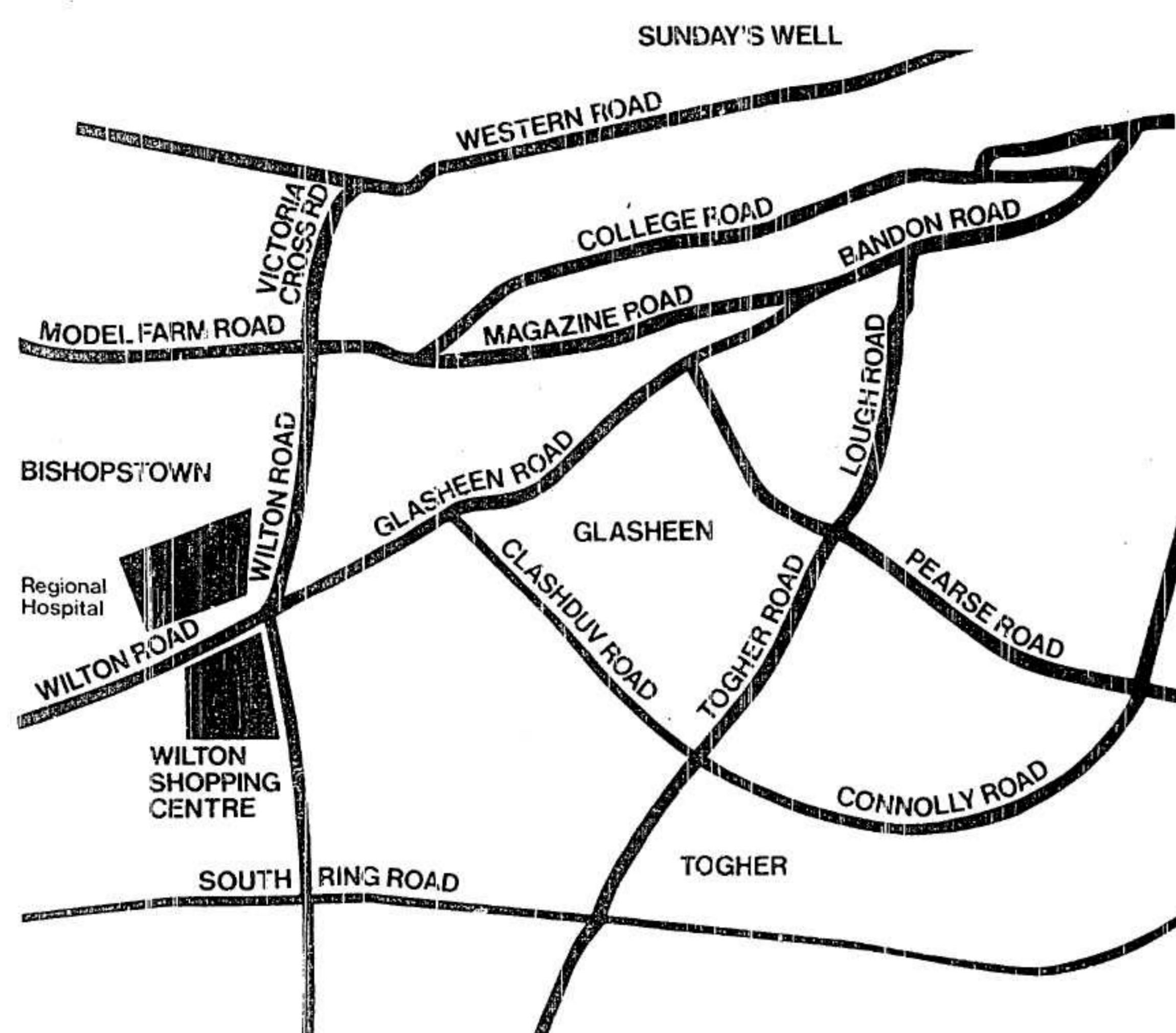


HICKEYS of WILTON



also Cook St., Watercourse Rd., Douglas and Southside Shopping Centres.

Wilton Centre - where it's at



A New Shopping Experience

Situated in one of Cork's prime residential areas adjoining the City's main traffic route for West Cork, the Wilton Regional Shopping Centre is located in Cork's fastest growing suburb.

The demand for such a Centre was quickly recognised by both Roches Stores and Quinnsworth who are so confident of the success of the Centre that they have acquired over 1.5 acres of retail space.

With its 44 modern shop units the Wilton Centre allows you one-stop shopping in a controlled environment with parking facilities for over 750 cars.

Enjoy City Centre shopping at Wilton



Your shopping guide to Wilton Centre

Mac's Meat Market

The best for less

Cupboard Love

For that special gift visit the Cupboard Love Gift Shop

Wilton Maken

Jewellers

The specialists in the manufacture of high-class jewellery

Winthrop Cleaners

High-class dry cleaners opening shortly with the most modern equipment in Ireland

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Rocksavage

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Boylans

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Hickeys

For a wide variety of tools, electrical fittings, hardware and D-I-Y products.

Christine Fashions

Come and see the collection of Jaegar, Pastella, Susan Foxton, Max Pierre, etc.

Porters

One of the biggest bookshops in Munster, offering a diverse and comprehensive range of reading material.

Byrnes Butchers

The answer for all meat requirements, Byrne are the specialists in pork, bacon and beef.

The Kitchen Garden

The place for home-baked bread and cooking, fresh country produce and of course a relaxing cup of coffee.

Kiddykare

Choose from a big range of top quality children's wear at down-to-earth prices. Kiddykare caters to all ages from babies through to the early teens.

Fashion Sense

The ladies' shop with the true sense of fashion.

Hayes Coyningham &

Robinson

In addition to traditional chemist lines, the company has a wide range of exclusive sundry and toilet goods.

2 Acres of Shopping Pleasure

ROCHES STORES

THE CENTRE OF ATTRACTION AT THE WILTON CENTRE

'Roches Stores confident of suburban success'

BECAUSE of the growing traffic problems in Cork City and continuing difficulties in maintaining and improving their services to customers, due to constantly increasing business, Roches Stores have sought a suitable suburban site for a number of years. They considered the Wilton Centre to be the answer.

In order to offer the same standard of services as in Patrick Street, all Senior Personnel in the Wilton Store have had several years experience in Roches Stores.

The layout and shop fittings help to create a pleasant and relaxing atmosphere.

In the interest of the safety of their customers

— especially young children — the use of food trolleys is confined to the Food Department and there is a "No Smoking" rule throughout the Store, except in the Coffee Bar where smoking is permitted except in one restricted area.

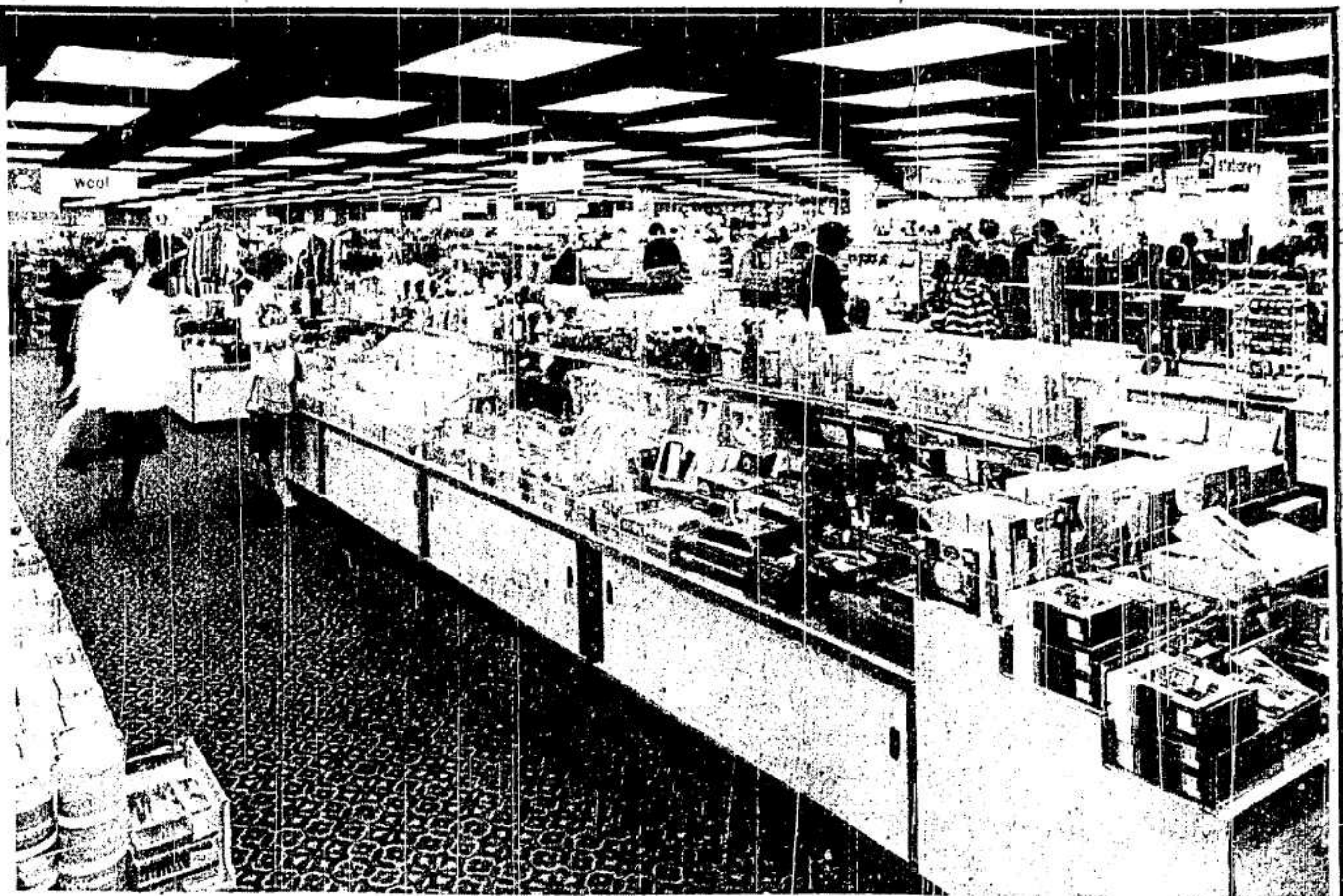
The Food Department with its high standard of quality, its hygiene and

its selection fully conforms to the long established Roches Stores requirements.

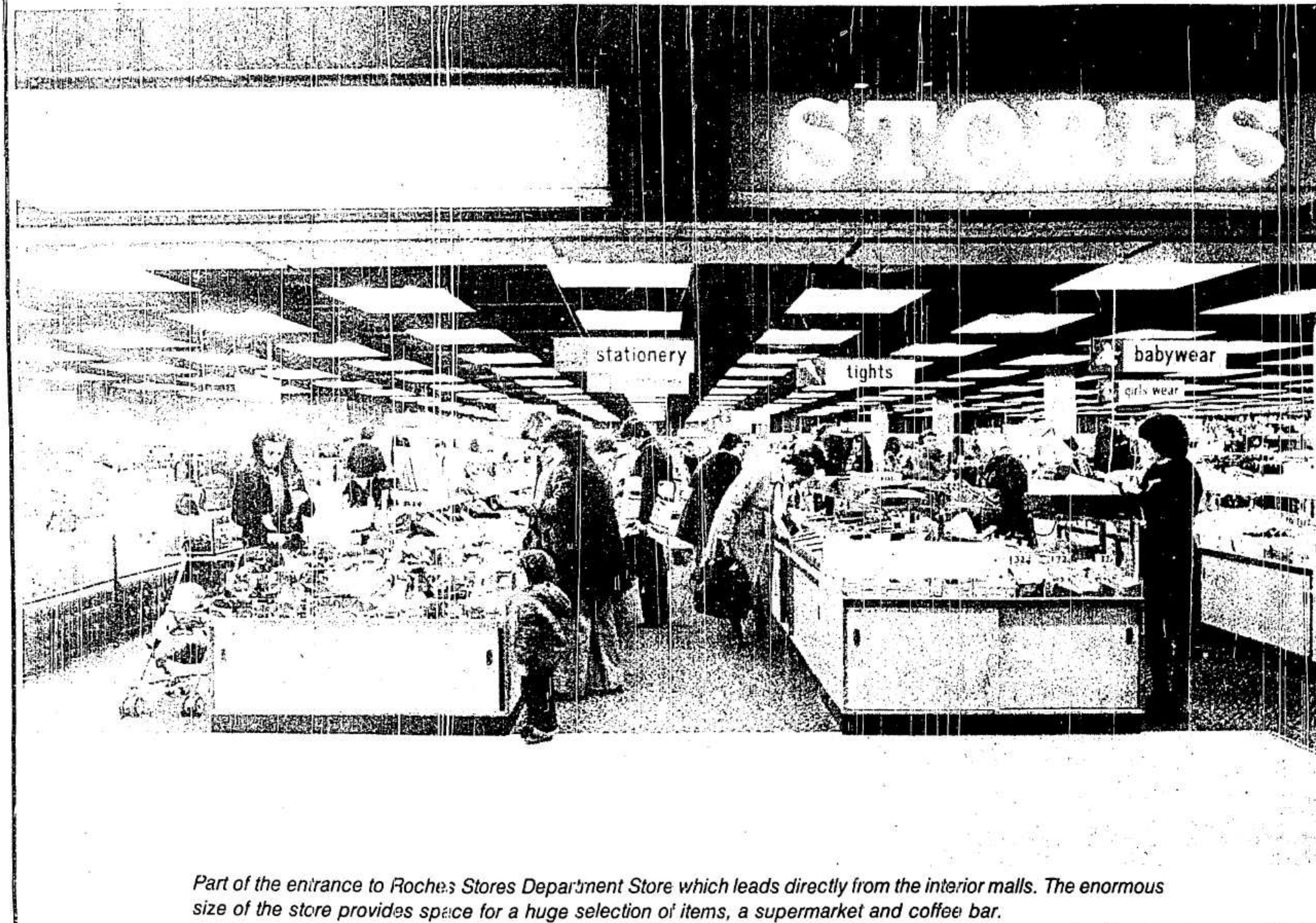
Children are particularly well catered for in the Clothing section and also in the Toy Department. There is a huge selection of Ladies wear, Menswear, Fancy Goods, Accessories and Cosmetics.

The choice of goods for the home is very extensive. There are also Tools, Records, Tapes, Sports Equipment, Christmas Decorations..... But if you live a mile or a hundred miles south or west of Cork City, you should see it for yourself.

The Manager at Wilton is Mr. Michael Power and the Food Manager is Mr. Denis Riordan.



The brightly coloured interior of Roches Stores is designed to make shopping an experience to be enjoyed.



Part of the entrance to Roches Stores Department Store which leads directly from the interior malls. The enormous size of the store provides space for a huge selection of items, a supermarket and coffee bar.



The Wilton Regional Shopping Centre was designed by a team of four Cork-based firms, who have combined to create a structure that is both original and pleasing to the eye. The 1980's were kept very much in mind. (From left): Hugh Coveney, P. F. Coveney and Son, Quantity Surveyor, Jim Barry, Kelly & Barry and Associates, Architect; Michael Deasy, P. J. Hegarty & Son Ltd., Main Contractors; John O'Donovan, John O'Donovan and Associates, Consulting Engineer.

Experience of 2,000 years in Wilton Concept

The liveliness, variety and price competitiveness of City Centre shopping have up to now made it the first choice of Cork people in which to do their shopping. However, the overburdened City Centre with its constant traffic problems and lack

of parking have lead retailers to recognise that the central city locations are reaching their physical and economic limits. The first move in Cork to relieve this and to provide the facilities required by the retailers and the public was at

Douglas. This has one major store with 30 shop units and is planned as an open centre but because of the variety of shops has been very successful. Some of this success is because of the choice of location and its road access.

The covered centre is not new as can be seen by the one in Jerusalem which is at least 2,000 years old and is still flourishing, and shows that shopping can still be an exciting experience. Yet since then, few indoor centres have been built, with some exceptions, such as the Galeria in Milan or The Burlington Arcade in London until recent years. The English Market in Cork is a good example of an enclosed centre, but lacks the parking facilities and climatic control available at Wilton.

The Wilton Centre has been carefully planned by selecting two major retailers, i.e., Roches Stores and Quinnsworth and placing them at each end of the Centre. A large number of units have been planned in

the malls to generate the maximum amount of interest for shoppers as they move between the two major stores. The malls are planned in quiet colours with a low level of lighting to avoid detracting from the shop fronts. The architects have provided a night time environment but free from the vagaries of the Cork weather and at once compact and varied.

The finishes selected are those for which practically no maintenance is required and are easily kept. The external materials have been designed in the same colour range as the adjoining Hospital with bright walls and glass reinforced plastic panels and logias to the entrances. The use of G.R.P. to such a large extent is unusual and except for a few isolated places has not been used before in Ireland. Its advantages are that it is weatherproof and can be moulded and coloured to suit the architects requirements.

The centre has been planned on a ten acre site and arranged to have parking close to each entrance. The entrances to the malls are prominent and inviting from the outside and clearly identified by the large Wilton 'W' over each door. Parking for 750 cars has been provided and the circular road around the Centre has been designed as one way to improve traffic flow.

The Architects, Kelly and Barry — Associates, have been responsible for some of the major recent developments in the City. Their work includes, The Douglas Shopping Centre, City Library, Abbey Court House, Connolly Hall and many other buildings in the south including schools, hospitals and churches. They are also the architects for the New Regional Headquarters for the E.S.B. to be built in the Wilton area and the recently completed new offices for the General Accident Fire & Life Assurance Corporation Limited on the Wilton Site.

Consulting Engineers for the Wilton Centre were John O'Donovan and Associates, Cork which was founded in 1961. The firm now provides expertise in Civil, Structural, Mechanical and Electrical engineering and Project Management. They have been responsible for such works as the Onshore Terminal for Marathon Petroleum at Inch, for major works at Verolme Cork Dockyard and for a number of commercial and municipal buildings in the City Centre where a new piling technique was used. They are currently engaged on projects for the E.S.B. and the I.D.A.

Since the Douglas Centre was built, the concept of enclosed shopping centres was developed to a greater degree and the developers decided to build the first

major indoor centre on a site that was purchased at Wilton. This centre is well located in relation to the residential layout, the pedestrian links, public transport facilities and the

surrounding road network. In addition, it is immediately opposite the Regional Hospital and the Centre of a newly planned commercial suburb of the city. In fact it is an ideal site

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Quinnsworth's confidence in Cork

Quinnsworth's new Wilton store represents the company's biggest development in recent years and as such is a measure of the importance of the growing Cork area to the company.

At Wilton you will find much more than just a conventional supermarket. Quinnsworth have always been innovators and have contributed more than any other company to the establishment of the highest shopping standards in the Irish marketplace.

The new store in the shopping centre is like an ultra-modern department store. In the main food hall you will find the widest possible range of well-known grocery brands at very keen prices. Around the store itself are the other speciality departments which are such an integral part of Quinnsworth shopping. There is the Butchery Department with its team of helpful butchers. The fruit and vegetable department which takes in fresh produce direct from the markets every day. Quinnsworth has always had a special reputation for its cheese and bacon and the provisions department at Wilton will do much to finance that reputation. The delicatessen department

is simply mouth-watering with its quite incredible range of speciality foods beautifully displayed.

Wine is an area that Quinnsworth have developed particularly effectively in recent years and the range of wines and spirits on display at Wilton gives credence to the company's claim to be Ireland's leading off-licence.

If you want to get it all together for Christmas then Quinnsworth at Wilton must be the place to shop. Toys too are prominently featured and help you complete the Christmas package.

If the range of merchandise is important in a store then the staff are equally so. At Wilton Quinnsworth are conscious of this very important aspect. Behind the scenes the new store has the most modern canteen and rest-room facilities and all staff are trained in the special Quinnsworth staff training programme. Alongside the new supermarket are two additional Quinnsworth shopping services — house and home — the speciality shop with lots of bright gift ideas for your home and the Johnny Giles sports shop with a great range of equipment, at very keen prices.

SHOPPERS' VIEWS

A SHOPPING centre is designed to suit those who will shop there. From the initial concept, through the design stages and finally in construction, shopper comfort is the major factor in the minds of a development team. So is was with the Wilton Shopping Centre. But the success or failure of the planning ideals must ultimately be decided by the people who shop at the centre.

Though still in the process of completion, the advantages and disadvantages of Wilton have become evident. We visited the Centre last Friday to find out from the shoppers what they thought about the shops and facilities in the Centre.

The doors of the Centre opened at 9 a.m. and, as in all shopping venues the day started quietly. Gradually, activity increased as shop assistants completed shelf restocking and prepared for a busy day.

One early morning shopper was leaving one of the supermarkets with a trolley full of groceries: "This is my

first time coming here and I was very impressed with the size of the place as soon as I walked in. There are going to be a lot more shops here than I'd imagined and I was surprised to find two supermarkets in the one building. But I suppose they will keep an eye on each other and keep prices down."

The next lady we met wasn't quite so laden as she ambled on one of the malls: "I came in just to see what was here. It's a pity that all the shops aren't open yet but it looks very good even now. There is plenty of space inside and I like to browse around when things are quiet in the mornings. The variety in the shops is great and it looks as if you'll be able to get everything here. I think this is where I'll do my Christmas shopping."

Being an indoor shopping centre at the heart of some major city suburbs, the Wilton Centre is likely to become something of a social rendezvous for local shoppers. Two young housewives from Glasheen had met in the Centre and were ordering their second cups of coffee in one of the restaurants. Both had finished their shopping and enjoyed the colour and variety they found there. As rain washed down outside the Centre, they had both felt quite secure — and dry — while shopping.

By lunch-time the Centre was a hive of activity. The car parks were well used and people, young and old, were arriving on foot or by bus. One young lady had arrived at the Centre at about 12 o'clock to buy a dress to wear to a friend's wedding, but decided to think about her choices over lunch. "There are so many fabulous boutiques here," she felt, "and the difference in styles and prices gives me plenty to think about. One final look after lunch and I know which dress it'll be. Maybe there's time to buy some shoes too!"

Not all the comments we

received were favourable. One single gentleman was a regular city centre shopper and missed the hustle and bustle of town. The size of the Centre didn't appeal to another shopper — she preferred her local grocery shop where she looked forward to meeting her neighbours every day.

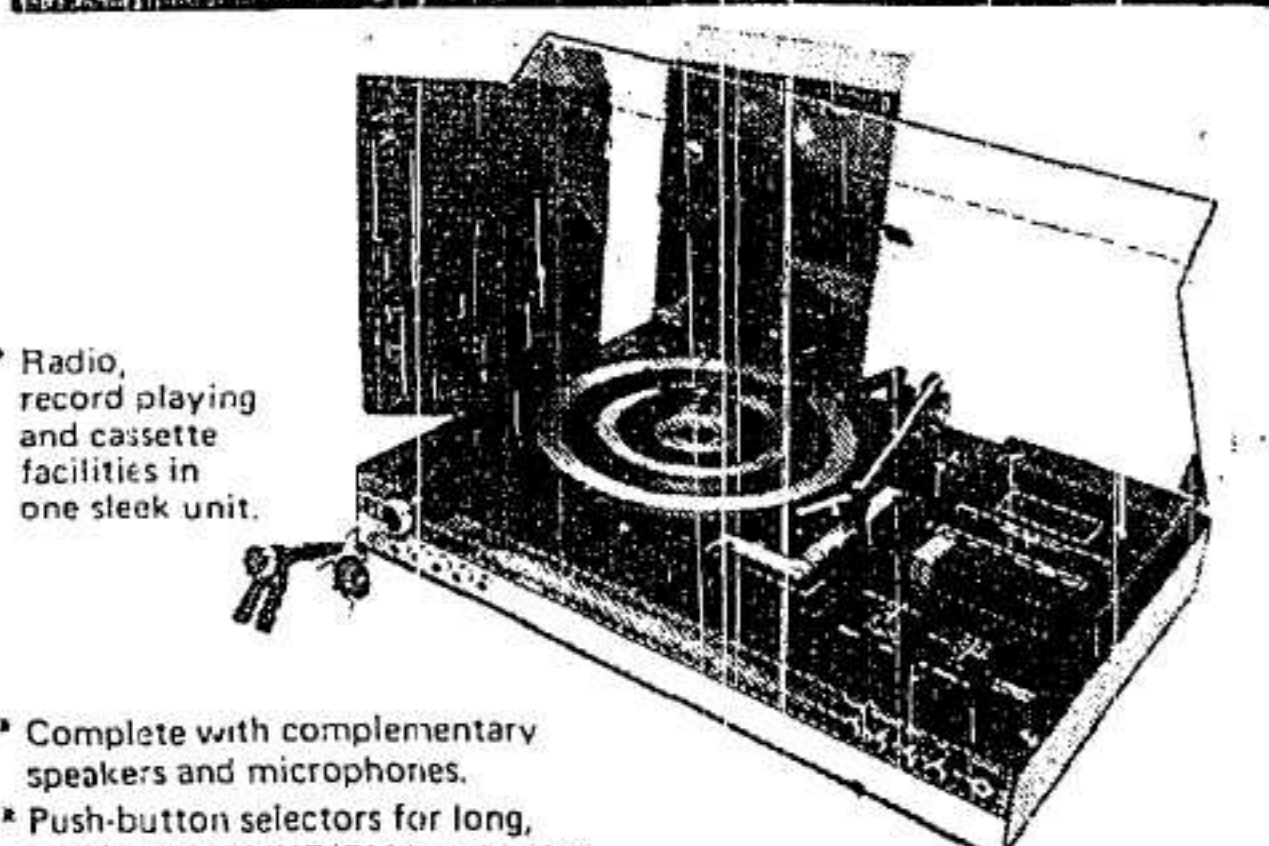
Facilities in a public shopping area are as important as the range of goods available in the shops. A handicapped gentleman, who liked to get out and about, had heard that special toilet facilities were provided at Wilton. "Facilities for the handicapped are very limited in Cork, but this is a very positive sign here. People seem to be more conscious of the needs of others now."

The afternoon in the Wilton Centre made one feel it was a town in itself. People had come from all directions to see what the new Centre had to offer — shoppers from West Cork, the local suburbs, from Blackrock and Mayfield on the opposite side of town, and even a few Dubliners. They all combined to create a lively and relaxed atmosphere.

A visiting couple from Dublin were highly impressed: "There are a lot of suburban shopping centres in Dublin and we've been in nearly all of them, but there's something different and appealing about Wilton. I think it's the variety and closeness of the shops, and the fact that they're all on the one level. It's good to see some well-known names here side-by-side with the local shops. You Corkonians have gone one better than us here!"

There are two late opening nights at Wilton. Thursday had been busy for all the shops, but Friday was certainly the more popular for late shopping. Trolleys full of groceries, arms laden with newly bought clothes, purchases of all shapes and sizes were being carried from shop to store and store to car. Christmas shopping time had started at Wilton.

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Jack Jones 20 Great Hits. Nelson Eddy & Jeannette McDonald Favourites. Crystal Gayle "I Cried The Blue Right Out Of My Eyes". Freshmen "Peace on Earth."

Meat Loaf "Bat Out Of Hell." E.L.O. "New World Record."

£2.99 £3.99

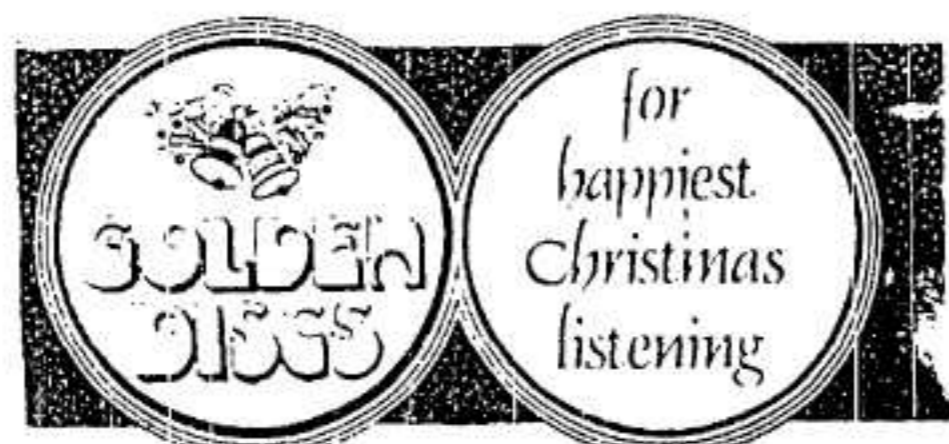
Sha Waddy Waddy Hits Vol. 1 + 2. Wings "London Town." Bing Crosby "White Christmas Album." Harry Chapin "Living Room Suite."

Rolling Stones "Some Girls." Harry Chapin "Dance Band On The Titanic" Double L.P. Kate Bush "Lion Heart." "Best Disco Album In The World."

£1.99 £4.99

Charlie Pride 20 Hits. Glenn Miller 20 Hits. Don't Walk Boogie" TV Album.

E.L.O. "Out Of The Blues." Neil Diamond "Diamonds." Bob Marley "Babylon By Bus."



CUPBOARD LOVE Gift Shop is for those who want that something special for the home. There you will get the right gift for all occasions but with the emphasis on the useful but decorative. Engagements, weddings, birthdays, a visit to a new home, a special token of thanks for Mother, even something for Dad — the present is no problem when you call to CUPBOARD LOVE. Many of our items are exclusive to us — each one is something special; after all our customers are very special to us.

Makers Jewellers, the only jewellery store at Wilton, will supply a complete range of sophisticated jewellery, pottery, Aynsley and Belek fine china and the services of a master watchmaker. Mr. Rory O'Moore, with 33 years experience in the craft of jewellery manufacture, will be joined by his son Colman, who will repair watches at a special bench at which shoppers can observe him execute his craft.

Jewellery to suit all tastes can be purchased or custom made at the Wilton Shop.

A new shopping experience - for you!



WILTON CENTRE

Economic growth and employment in the service sector

THE signs of growth of a developing economy are seen not only in the increases of gross national product (GNP) but also in the shifts in the percentages of the total workforce employed in various segments of that workforce which generates a nation's wealth.

As a country develops economically the number of people employed in agriculture decreases and the number employed in manufacturing increases. That process can take quite a few years. As the economy develops further the percentage of people employed in manufacturing decreases and eventually the major part of the workforce finds employment in service industries.

In Ireland we have evidence that the first step has been taking place over the past 20 years. We are, in the late 1970s, now witnessing the increasing momentum of the second step. More and more people are finding employment in the service industries.

Service industries include retailing, banks, transport, communications, tourism, government office (central and local), hotels, restaurants, service engineers for electrical and electronic appliances, computers etc.

However, the growth of a number of these areas within the services segment of the total workforce depends to a large extent upon the growth of urban and contiguous communities within a region.

Growing concentrations of people create a demand for more housing, transport, shopping and banking facilities, restaurants, recreational facilities, educational and training facilities, hospitals, petrol stations, garages and all the types of services which a customer with money to spend wishes to have available.

Up to a few years ago in Ireland most of the self-generating growth which was evident in Ireland occurred in the Dublin area. It had the population which of

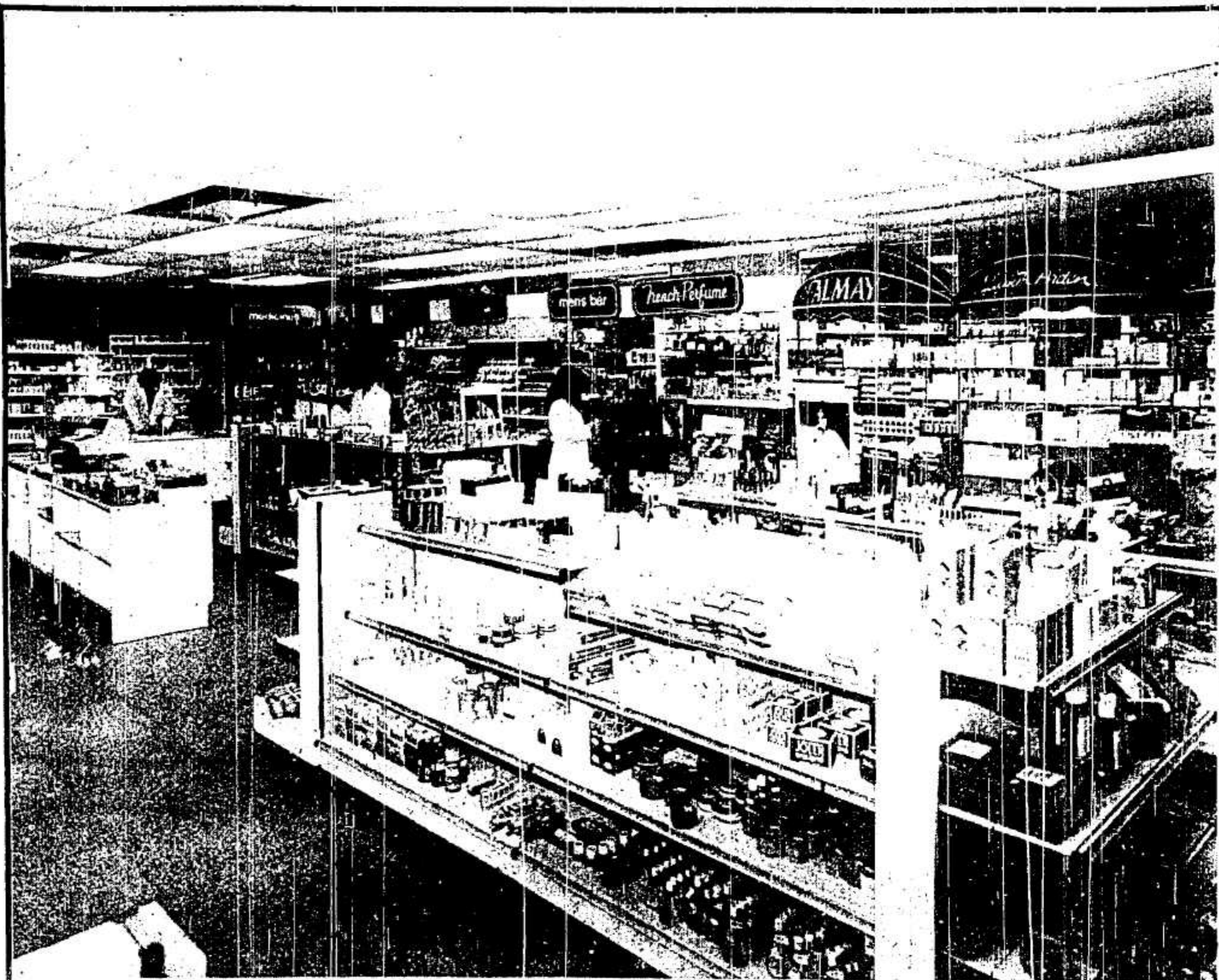
itself required more service industries. Undoubtedly there was growth in service industries in other areas but it was nowhere as significant as in our country's capital. All the government offices located there, together with the headquarters of banking, legal and other institutions, of themselves created many thousands of jobs there and in addition created many more jobs in the spin-off areas of consumer demands.

Now, as Cork moves towards the 80s and as we see the beginnings of rapid urban and regional growth, we also see the first real moves towards the conditions which economists tell us will lead to quickening growth of employment in the service industries. It will not come quickly but it is coming. The size of population concentrations which really begins to foster self-generating economic growth has been estimated at about 500,000. However, since these projections were made about a decade ago, the standard of living has improved vastly.

Perhaps more importantly the increasing affluence has tended to change spending habits. We can observe, for instance, that more people nowadays do their main household purchases in one main visit to a shopping centre a week. Many more people patronise restaurants for dinner on their "night out." They look for a bottle of wine with dinner.

All of this together with a growth in the population of Cork and its contiguous areas means faster growth in service industries. Recent government statements suggest that the Greater Cork planning studies should envisage a population of 360,000 by the year 2000.

Should these figures be realistic it will mean that Cork is fast approaching the point that it should show that our regional economy is moving towards the third stage of economic development in which service industry jobs should begin to catch up with and eventually surpass the number of jobs



Cosmetics, health care products and medicines are available in the pharmacy in the Wilton Centre. Professional staff also fill out prescriptions.

in manufacturing and agriculture.

Of course, in a country like Ireland and in a region such as Cork (the total area of Cork County is one-ninth of the total area of the State) where a high proportion of our output is agriculture, it would also mean that a growing number of jobs in manufacturing should be expected to be generated from the processing of agricultural raw materials.

Meanwhile as we look towards the growth in service jobs we see that the new Wilton Regional Shopping Centre is expected to provide about 300 jobs in the combined employment of all the retail outlets there. It would take a fair-sized manufacturing plant to provide such a worthwhile number of jobs.

In the Wilton area alone there are more service jobs than there are in manufacturing. This can be appreciated if we take into consideration the numbers of people employed in the new shopping centre, the Regional Hospital, the County Hall, the Regional Technical College, Cork Farm Centre

PORTER

ANOTHER PORTER BOOKSHOP FOR CORK

We are delighted to announce the opening of our newest shop at WILTON REGIONAL SHOPPING CENTRE. This new shop, covering 3,500 sq. ft., is one of the largest bookshops in Munster and carries an extensive range of

BOOKS
MAGAZINES
NEWSPAPERS
GREETING CARDS
PIPES

LIGHTERS
PARKER PENS
CROSS PENS
PAPERMATE
GALWAY CRYSTAL

and many other interesting Christmas gifts

EXTENSIVE JUNIOR BOOK SECTION — PROBABLY THE BIGGEST SELECTION AVAILABLE

J. R. PORTER LTD.

Wilton Shopping Centre and Patrick St., Cork



Time for a cup of coffee or lunch at the exquisitely designed restaurant

Minding their own business

A CONCRETE indication of the importance of the Wilton Centre to retailers is the fact that the number of applications received for unit space far exceeded supply. This put the developers in the fortunate position of being able to carefully select their tenants to ensure that only high-class shops would be provided in the Centre. Variety in shop types was also an essential requirement to allow the customer the rare opportunity of single-stop shopping with a comprehensive range of goods easily available.

All shopowners were required to design their own premises and to submit detailed plans to the Centre's architect for approval. His purpose in this was to ensure that each individual shop design would fit in with the overall interior layout of the Centre, and also that each unit would meet certain

minimum requirements in presentation to the customer.

Shopfitting of each unit was also undertaken individually and only recognised professional firms were approved for this purpose.

Each tenant is issued with a handbook which specifies the arrangements for management of the Centre, in addition to their undertakings in the 35-year lease.

The Wilton Centre Association, a body to which all tenants belong, has been formed to allow tenants to make their recommendations and representations on the development of the centre. Through the association, the shop owners can also reflect the views of their customers on the value of the centre to them. Evidence that the centre is provided not only for the retailer but more importantly those on whom they depend.



Car parking for 750 cars is provided on all four sides of the Shopping Centre. Entrances are on the tree-lined avenue near the African Missions Church and at the opposite side on the new link road leading off the Wilton roundabout

Shopowners keep the customer in mind

ALL thirty-six shops in the housing, shopping facilities Wilton Centre are Irish owned and are thus geared to meet the needs of the Irish shopper.

More significantly for the Cork public is the fact that most are owned and managed by Cork-based firms with shops already established in other parts of the city and county. By opening additional outlets at Wilton these progressive firms demonstrate how they view the Wilton Centre as a major advance in the detail trade in Cork. Many are already city centre traders who recognise that as the city expands in terms of population and

must be provided in suburban areas to meet consumer requirements.

Many national chain retailers have also extended their horizons to Wilton. Some are familiar with Cork for many years through their shops at other locations in the city and county. The growth in population and income levels generally in Cork attract them to the south and they too are conscious of Cork's suburban expansion.

An indicative feature of the smaller units at Wilton is

that many are owned and managed by family firms which add to the general attraction for the family-minded shopper.

Traditional shopping styles in Ireland have recognised the importance of personal attention for customers, which is only possible in shops that are small and, where possible, not requiring counter service. Almost all the shops at Wilton have less than 1,000 sq. ft. of retail space, which is about the standard required to carry adequate stocks while still providing accessible displays for the customer.

MAIN CONTRACTORS

for

NEW WILTON SHOPPING CENTRE

P. J. Hegarty & Sons Ltd.

Building and Civil Engineering Contractors

LEITRIM STREET, CORK and DAVITT ROAD, INCHICORE, DUBLIN 12.



Bank of Ireland purchased the banking site at the entrance to Wilton Shopping Centre on which a large new Branch will be erected to service the area. This new Branch will form an important part of Bank of Ireland's network of 13 Branches in Cork city and suburbs.

While its new premises are being constructed Bank of Ireland's Branch will operate within the Centre itself where full banking services will be provided.



SILVER

SYSTEM 90

Superb stereo in a stylish stack. FM/MW/LW, stereo tuner/amplifier, stereo cassette tape deck, record player/rack, speaker systems, record rack.



The Silver range of hi-fi together with Audio Sonic and Binatone products are imported and distributed by Hattone International Ltd., Cork.

A NEW SHOPPING EXPERIENCE



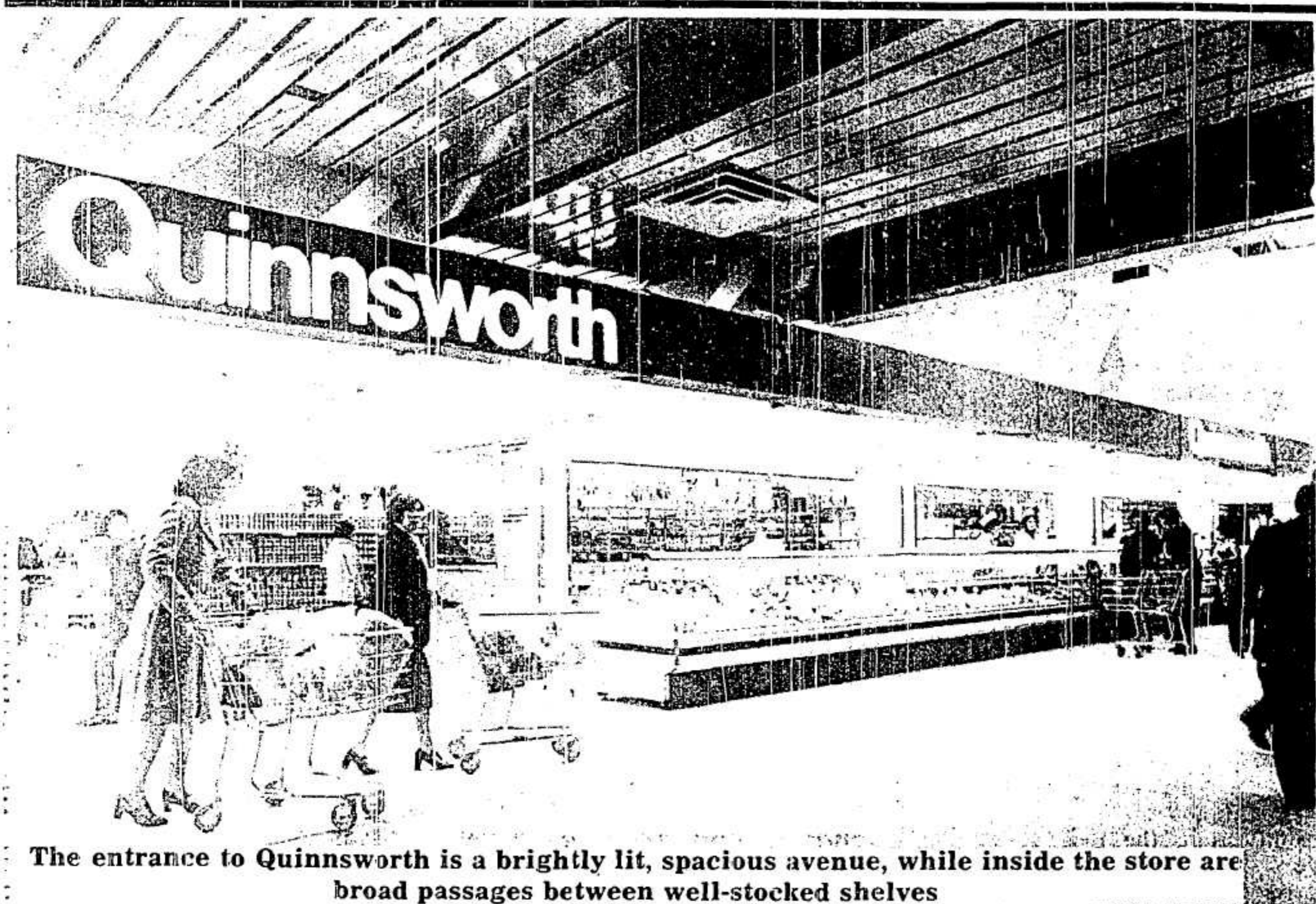
All the shopper needs under one roof

A department store, a supermarket and 35 individual shops under a single roof, all within easy access of your car make the Wilton Centre an exciting new landmark in Cork shopping. The variety of shops in the Centre means that the average shopper rarely need travel further than Wilton to fill the weekly shopping basket, find the clothes you've been wanting to buy, get your hair set, buy that long awaited camera or hi-fi set, collect that urgent prescription, collect your week-end reading, or those last minute gifts and still have time for a cup of coffee. Shopping is easy and enjoyable at Wilton.

Gaywear Ltd. have now opened a second shop in Cork, at the Wilton Shopping Centre. The new shop has brought the total number of Gaywear shops in Ireland to eighteen. Being one of the biggest fashion retailers in the country, Gaywear bring you the very best in fashion merchandise with a wide assortment of good fashions from Ireland, an exclusive range of Italian knitwear, dresses and blouses exclusively bought by Gaywear in France and other up-to-minute fashions from Britain. Fun clothes for fun people at Gaywear.

Porters commenced trading in Galway in 1948 under the name of C. Porter & Co. Ltd., as wholesale newsagents/book-sellers. This changed to J. R. Porter Ltd., in 1961. During recent years Porters have extended from wholesale into the retail trade and have established outlets in Galway, Dublin Airport, Waterford, Tralee and Patrick Street, Cork. They have wholesale warehouses at Galway, Dublin and Clonmel and supply newsagents and bookshops throughout Ireland with a comprehensive range of newspapers, magazines and books. The new opening in Wilton represents their largest venture to date and is one of the bigger bookshops in Munster offering a diverse and comprehensive range of reading material.

Westward Television & Hi-fi Centre provides a comprehensive range of televisions, radios, record players, music centres, car radios, tape recorders, hi-fi units, video recorders, T.V. games, television rental and rental-purchase in the Wilton Centre. Denis Lordan is well known for his efficient after sales service and will continue to provide this essential service at his new shop, in addition to its wide sales range.



The entrance to Quinnsworth is a brightly lit, spacious avenue, while inside the store are broad passages between well-stocked shelves

Any shop can be filled with exotic photographic apparatus, but the secret of success is specialised and experienced staff.

Mr. Ted Twomey who is the assistant manager in Patrick Street will manage MacSweeneys new shop and under his skilled guidance, customers will receive the same expert service and advice that has made Mac Sweeneys Photo Shop famous.

Ted and his staff will be in Wilton to show you everything from the renowned Leica 35 mm. Camera; Sound and Silent Cine apparatus, right down to all the bargain priced Instamatic Cameras and accessories that are available in headquarters.

Finbarr O'Leary & Sons Ltd., synonymous with specialist greeting cards, books and stationery, and providing a sophisticated range of exclusive gifts for young and old, have now expanded to all corners of Cork City. With shops already at Douglas, Togher, Blackpool, they now progress into the 80's with their biggest and brightest shop at the Wilton Centre.

Backbone of this smooth-running, progressive company is Finbarr O'Leary, Managing Director, a prominent business figure in Cork for many years. His wife, Patricia, also well-known in business circles is an active Director of the Company.

The O'Leary family are determined to ensure that the personal attention known to their customers in their other shops will continue as a special attraction at their Wilton store.

It is a fact that when Byrne Butchers Ltd. open a new shop, the customer has the answer to all meat requirements. Because Byrnes are the specialists in pork, bacon and beef. With many years' experience in offering best quality meats, Byrnes also produce the choicest sausages, puddings, cooked meats, pies, pate and burgers. They also stock chickens, turkeys and frozen vegetables. Mr. Tim Murphy, the Manager at Byrnes new shop at the Wilton Centre, and his staff will maintain the company's high standards in serving quality at a reasonable price. As well as their five shops in Cork, Byrnes Butchers have shops in Limerick and Waterford.



The manager at Quinnsworth, Wilton, is Mr. Gus Connors

The Wilton



Will OPEN in ABOUT A WEEK

with really great Christmas gift ideas, at the same unbeatable value found in our PHOTOSHOP in Patrick St.,

It'll be worth waiting for!



Easy access

OVER the past fifteen years, car ownership in Ireland has almost tripled. We are a nation becoming increasingly dependent on the car for travelling to work, for pleasure and consequently for our shopping needs.

In 1978 a Cork Examiner survey showed that 34% of Cork shoppers travelled to their shopping locations by car. A further 41% travelled by bus and the remaining 25% either walked or cycled. With these types of statistics now available, no shopping centre in Cork can be planned without considering adequate car parking facilities and the convenience of a new or established bus service.

So it was with Wilton. Recognising the growth in car ownership and use, even in 1975, the Centre's design team initially earmarked parking facilities for 750 cars. Their intention was that shoppers should not be expected to walk too great a distance from their cars to shop locations. This formed the basis for the provision of parking space completely surrounding the shopping

area with four entrances to the malls. The effect of this is that shoppers can now wheel food trolleys to their cars with the minimum of ground to be covered.

When the Centre was in its initial stages of development, agreement was reached with Cork Corporation to provide the city council with the land required to construct a new link road leading south from the Wilton roundabout. This road now provides access to the Centre on the east side, while a second entrance has been constructed on the access avenue to the SMA church at the western end.

The new dual carriageway in front of the Centre ensures an easy traffic flow in and out of the complex and traffic control lights minimise delays in gaining access.

Bus passengers are well catered for as the frequent service of the No. 8 stops directly outside the Centre. A special bicycle parking area has also been provided adjacent to the mall entrances.

"The Best for Less" is the motto of Mac's Meat Market, a family-owned business which has expanded rapidly since its first outlet was established at Ballyphehane ten years ago. Their Meat Market family of shops at North Main St., Ballincollig and Douglas is now joined by their new shop at Wilton.

This remarkable success is a tribute to Paddy MacSweeney and his wife Lily who has always kept the housewife in mind in the running of the business. Paddy's brothers, Robin and Keith, and his sons Greg and Mark also help to ensure that the housewife can always choose top quality meats at a price she can afford.

The colour of Wilton

THE WILTON CENTRE has been constructed to keep the winter elements at bay. Completely covered, air conditioned and comfortably warm inside, making shopping there a pleasurable experience.

However, outside the Centre on these cold and wet winter days, we also need a roof over our heads.

Colourful, light umbrellas with the distinctive WILTON CENTRE emblem will soon be available in many shops in the Centre. These specially made umbrellas come in a variety of attractive colours and will help lift the darkness of winter days.

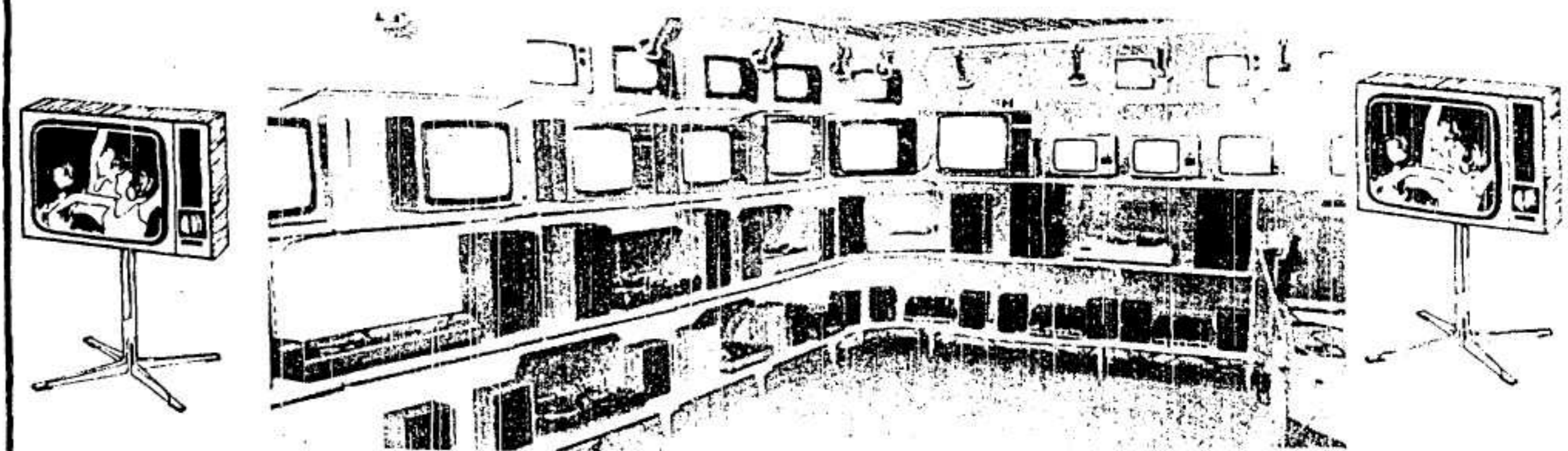


An interior view of one of the 12 exclusive fashion boutiques at Wilton



LORDAN

WESTWARD T.V. HI-FI CENTRE



Free Bush Music Centre to the lucky purchaser of £20 or over (within the first 200 customers).

Special Opening Offers: Queen Anne T.V. Cabinet. List price £189. Our price £169.

- | | |
|--|-------------|
| Music Centre | from £169 |
| Silver hi-rack system. Japanese built complete | £375 |
| Stereo record players | £69 |
| Bush 3-band mains battery M.W., L.W., V.H.F. | £22.75 |
| Ongersoll mains/battery M.W., L.W., V.H.F. | £19.40 |
| V.H.F./Air band radio | £16.50 |
| M.W./V.H.F. Band Radio | £59.00 |
| Radio Cassette Recorders | from £23.50 |
| Car Radios | £89 |
| Car stereo auto reverse, 3-band M.W., L.W., V.H.F. | from £15 |
| T.V. Games | from £4.99 |
| Calculators | from £4.00 |
| Aerials | |

Westward T.V. Hi-Fi Centre offers you retail purchase scheme on a comprehensive range of 14", 20", 22", 26" colour T.V. from £2.72 per week

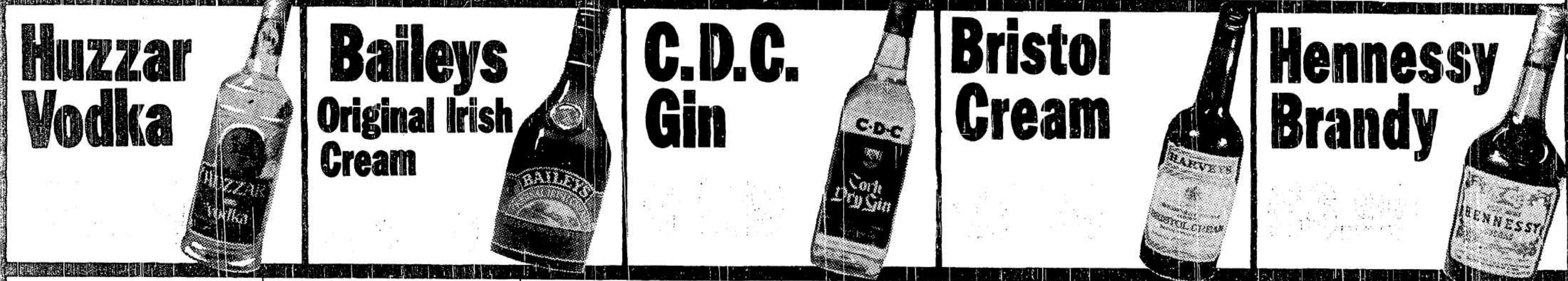
With Westward you are guaranteed after sales service



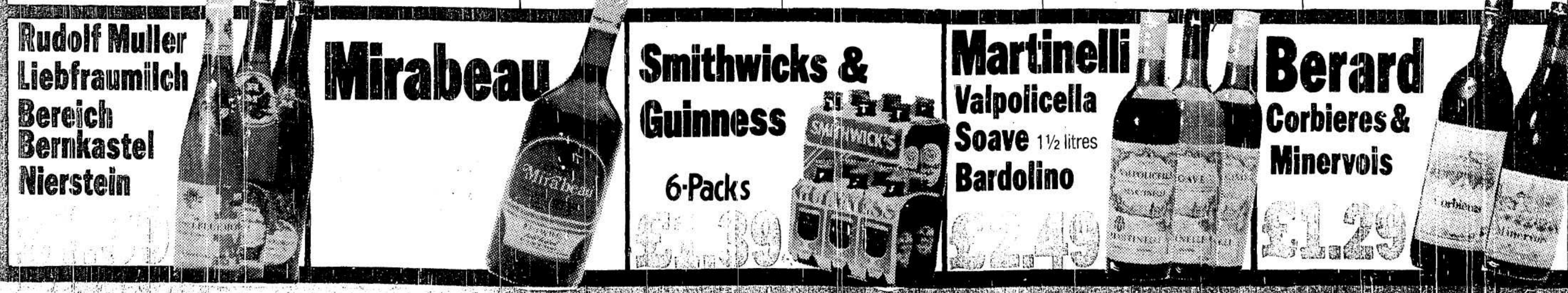
WINE'S LEADING



IRISH WHISKEY: Gold Label £5.49 Paddy £5.69 Crested Ten £5.99 Hewitts £5.29 Redbreast £5.99 Three Stills £4.69 SCOTCH WHISKY: Teachers £5.39 Haig £5.49 White Horse £5.49 Black & White £5.69 Cream of The Barley £5.39 RUM: Bacardi £5.99 Kiskadee £5.79 Sailor Brand £5.49	BRANDY: Hennessy £6.99 Courvoisier £6.99 Remy V.S. £6.99 Bisquit £6.99 VODKA: Huzzar £4.69 Smirnoff £4.99 Valdivar £4.49 GIN: C.D.C. £5.19 Gilbeys £4.99 Whitehall £4.79 Gordon's £5.39	SHERRIES: SPANISH Double Century £1.99 Celebration Cream £2.29 Medal Sherry (Spanish Bottled) £1.69 Bristol Cream £2.89 Croft Original £2.79 IRISH Amicardo £1.29 BRITISH V.P. £1.19 Old Cellar £1.19 CYPRUS Emva Cream £1.39 Crusader £1.59	PORTS: Sandeman 3 Star £2.49 Sandeman 5 Star £2.99 Sandeman Partners £3.39 Croft Ruby £2.49 Croft Distinction £3.49 Cockburns Ruby £2.69 Cockburns SP Reserve £3.49 Grahams 3 Star £2.29 Taylors Reserve £2.59 Taylors "LBVR" £3.19 APERITIFS: Bois Advocat £3.39 Dubonnet litre £2.89 Kirsberry £1.99 Sangria £1.49 Snowball— 3 pack 99p	VERMOUTH: Cinzano £1.69 St. Raphael £1.59 Martini £1.89 Riccadonna £1.49 Filipetti £1.39 LIQUEURS: Baileys Original Irish Cream £3.49 SPARKLING WINES: Rittmeister Sekt. £1.99 Asti Spumante £2.19 Veuve du Vernay £2.59 Gancia Spumante £2.99 Codorniu £2.89 Babycham 6 pack £1.39	CHAMPAGNE: Moet & Chandon N.V. £6.59 Moet & Chandon Vintage £7.99 Mercier N.V. £5.79 Mercier Vintage £6.99 Charles Heidsieck N.V. £6.29 Charles Heidsieck Vintage £7.39 BEERS: 6 packs Guinness £1.39 Smithwicks £1.39 Carlsberg Export £1.49 Heineken £1.49 Harp £1.49
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BORDEAUX: Bordeaux Red £1.99 Bordeaux White £1.69 St. Emilion £2.69 St. Estape £2.39 St. Julien £2.89 Medoc £2.49 Margaux £2.79 Sauternes £2.59 Barsac £2.59 Graves £2.39 Entre-Deux Mers £1.79 Blanc de Blancs £1.69 La Cour Pavillon Medoc £2.89 Mouton Cadet Red & White £2.69 La Bordelaise Red £2.19 La Bordelaise White £1.89	BURGUNDY: Beaujolais Nouveau £1.99 Beaujolais '78 £1.79 Bourgogne Red £2.49 Bourgogne White £2.49 Macon Red £1.99 Macon Villages White £2.49 Cote de Beaune £3.29 Savigny les Beaune £4.49 Volnay £5.69 Gevrey Chambertin £6.69 Corbieres £1.29 Minervois £1.29 Cotes du Rhone 78 £1.49 Muscadet du Goulaine £2.49 Rose d'Anjou £1.49 Vin de Lardeche 1/2 litres £1.99 Coteaux de Murviel £1.29	ITALIAN WINES: Martinelli: Valpolicella D.O.C. } bottles £1.39 Bardolino Classico } 1 1/2 litres £2.49 Soave D.O.C. Bardolino Chiaretto Rosso del Salento bottles £1.39 Rosato del Salento 1 1/2 litres £2.49 Merlot Red Table Wine & Bianco Table Wine 1 1/2 litres £2.49 Frescobaldi Chianti) 1 1/2 litres £2.99 Bianco) £2.99	PORTUGUESE WINES: Avelar Rose bottle £1.49 Avelar Rose 1 1/2 litres £2.69 Mateus Rose bottle £1.99 YUGOSLAVIAN WINE: Lutomer Riesling bottle £1.49 GERMAN WINES: Black Tower—Rotberg bottle £1.89 1 1/2 litres £3.19 BRANDED WINES: Carafino £1.49 Rochelle £1.49 Nicolas £1.59 Hirondelle £1.89 Mirabeau £1.69	GERMAN WINES BY RUDOLF MULLER The Bishop of Riesling £1.69 Liebfraumilch bottle £1.39 Liebfraumilch litre £1.89 Liebfraumilch 1 1/2 litres £2.69 Moselblumchen bottle £1.39 Moselblumchen litre £1.89 Bereich Bernkastel bottle £1.39 Bereich Nierstein bottle £1.39 Bereich Nierstein 1 1/2 litres £2.69 Piesporter Michelsberg £1.39 Zeller Graftschaft £1.39	Klusserather St. Micheal Kabinett £1.69 Bornheimer Trappenberg Kabinett £1.69 Kluss St. Michael Kabinett £1.69 B/Heimer Trappenberg Kabinett £1.69 Piesporter Treppschen Spatlese £2.09 Nussdodfer Bischofskram Spatlese £2.09 Bernkasteler Kurturstlay Auslese £2.39 Maikammerer Mandelhohe Auslese £2.39
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Quinnsworth