

David Tyler
Chairman
J. Sainsbury PLC
33 Holborn
London
EC1N 2HT

Chris Hodgkins

West Ealing
London

1 March 2011

Dear Mr Tyler

I notice from your Chairman's Report in 2010 that:

"At the same time, the values of the organisation have continued to underpin everything we do, with our continued focus on customer service and responsibility"

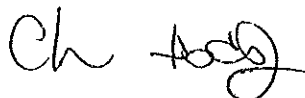
I am sorry to say that on Saturday morning at 8.15am on the 19th February 2011 at the West Ealing branch of Sainsbury's, this was not evident. I visited the store and shelved were still being stacked. The only members of staff available were one person at one till and another on the lottery ticket/tobacco counter. There were of course a number of members of staff assisting customers to 'selfcheck out'. The selfcheck out is getting us, the customer, to do the work of J. Sainsbury.

I would be grateful if J. Sainsbury could return to focussing on the customer and providing check outs with real working human beings. I object in the strongest possible terms to:

- Having to do your job for you
- Using me to lay off staff
- Using my endeavours to earn you a greater profit

I trust that something will be done

Yours faithfully



Chris Hodgkins

Our reference: 1-246531957/JA/SE

25 March 2011

Sainsbury's



official partner of the Paralympic Games

Mr Christopher Hodgkins

[Redacted]

West Ealing

London

[Redacted]

Sainsbury's Supermarkets Ltd
33 Holborn
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EC1N 2HT

Telephone 0800 636262
Fax 0800 0287116
www.sainsburys.co.uk

Dear Mr Hodgkins

Thank you for your letter to David Tyler. David has asked me to reply to you on his behalf and he will see a copy of my response. I'm sorry the service you've received recently at our West Ealing store hasn't been to our usual high standards.

Serving our customers well is at the heart of what we do and we work hard to deliver an ever improving service. It's disappointing to learn that this hasn't been your experience recently.

We know how important it is to have all the products our customers want to buy when they visit us and we continually replenish our shelves throughout the day. Because of delivery restrictions fresh products arrive at our West Ealing store at 5.30 am and our team work extremely hard to transfer this onto the shelves in time for the store opening. However, sometimes these deliveries can be in excess of 1000 cases and it can be a challenge.

We introduced self scan checkouts as an efficient and speedy alternative for those customers who want to use them. However, we do recognise that not all customers like them and do aim to provide a choice, which includes making sure there are enough manned checkouts for customers who prefer to use them. We'd like to reassure you that no colleagues lost their jobs when these tills were put in. They were redeployed to other areas of the store and are still available to serve customers when the store is busy.

Your comments have been shared with Trevor Rasmussen, our Store Manager. Trevor is working hard with his team to ensure we always have enough checkouts available for customers and he's reminded them of the importance of having the store ready for trading before we open.

Trevor would welcome the opportunity to speak with you in person to discuss your concerns and explain the actions he's taking. If this is something that you'd like to do, please call Trevor on 020 8579 5593 to arrange a convenient time to meet.

We appreciate your loyalty and are grateful to you for taking the time to share your feedback with us. I hope you'll use the enclosed gift card to give us a chance to serve you better. We look forward to seeing you in store soon.

Yours sincerely

Jon Anderson
Executive Office

Registered office as above
Registered number 3261722 England
A subsidiary of J Sainsbury plc

David Tyler
Chairman
J. Sainsbury PLC
33 Holborn
London
EC1N 2HT

Chris Hodgkins

[REDACTED]
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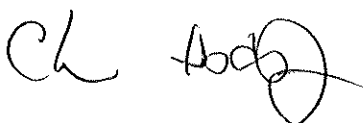
21 March 2011

Dear Mr Tyler

I had occasion to write to you on the 1st March 2011. The response was gratifying and helpful and I was even offered a guided tour of the West Ealing store, but more importantly I was assured that there will always be a real person on the till.

The response from J Sainsbury PLC was commendable, no need to reply to this letter but I hope it is shared with John Anderson from your Executive Office, Josy at Human Resources and Peter the Deputy Store Manager of the West Ealing Branch.

Yours faithfully



Chris Hodgkins

Mr Jon Anderson
Executive Office
J. Sainsbury PLC
33 Holborn
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EC1N 2HT

Chris Hodgkins
[REDACTED]

West Ealing
London
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31 March 2011

Dear Mr Anderson

Very many thanks for your letter of the 25th March 2011. Our letters obviously crossed in the post and I am attaching a copy of a letter to Mr Tyler that explains all. I am also returning the gift card and I would be very grateful if it was donated to someone in need or the charity that Sainsbury's staff support, however I do appreciate the gesture.

Yours sincerely



Chris Hodgkins

Enc: £10 gift card