

***For Immediate Release***

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### **New Breakfast Loyalty Scheme launched for Truckers**

Regular truckers visiting J38 Services and Truckstop, just off the M6 in Cumbria are being rewarded with a fantastic new breakfast loyalty scheme. The new loyalty card was launched this week, when Truck Driver Terry Potter of Z. Hinchcliffes of Huddersfield was the first person to be issued with the Breakfast loyalty card.

Westmorland Ltd who own J.38 truckstop decided to introduce the loyalty scheme as a reward to the many loyal drivers that call into J38 week after week. Each truck driver visiting J.38 services will be given a small card, on which they will collect a stamp each time they buy a breakfast. When they have collected 9 stamps, they will be able to hand over the card and receive their 10<sup>th</sup> cooked breakfast absolutely free.

Terry Potter of Z. Hinchcliffes of Huddersfield said 'This card is great for me, I call into J.38 most mornings for a cooked breakfast, you can't beat it, and the staff are some of the friendliest on the Motorway'.

Since the £500,000 refurbishment in 2007, J.38 Services and Truckstop have seen a significant increase in Truck Drivers using the site, because of the new light bright café, new toilets and free showers, new village shop, free cash point and new security measures for overnight parking. The Café provides honest home made food at reasonable prices include the famous Tebay grill, Cumberland sausage, Steak and Jennings Brown Ale home made pie and Roast of the day featuring Galloway Beef from the family farm, only a mile away. Add to this new home made puddings such as rice pudding, local favourite sticky

toffee pudding and fruit crumbles and a variety of healthy options including a salad bar with cold meats and home made quiche plus fresh fruit and juices.

**ENDS**

***For further information or images please contact Beverley Tunstall  
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### **Notes to the Editor**

- J.38 café is open Monday-Friday, 6.30am to 11pm, Saturday, 6.30am to 8pm and Sunday 6.30am to 11.00pm
- J.38 village shop is open Monday-Friday and Sunday 7am to 10.30pm and on Saturday 7am to 7.30pm. J. 38 Fuel and new Forecourt Shop is open daily 24hrs.
- J. 38 Services is located just off the M6 at Junction 38.
- After a £500,000 transformation J.38 was relaunched by Sally Boazman aka Sally Traffic of BBC Radio 2 on the 14 May 2007.
- J. 38 is a separate site to Tebay services and specialises in catering for the Truck market. J38 however is part of the same Company – Westmorland Ltd- which own and run Tebay Services and Farm Shops, plus Westmorland Hotel, Westmorland Caravan Park and the Rheged Centre