

For Immediate Release

1st May 2008

Additional Loyalty Scheme launched for Truckers at J.38

J.38 truckstop, just off the M6 in Cumbria have launched their 2nd loyalty scheme in only 3 months. After the roaring success of the breakfast loyalty scheme, they have now introduced the same scheme for main meals.

Regular drivers visiting J.38 truckstop are encouraged to take part in both loyalty schemes. All they need to do is collect the small wallet sized card from J.38's new light bright café and start collecting stamps. Every time they buy either a main meal or cooked breakfast they will receive a stamp on the relevant card. When they have collected 9 stamps on either meal card, they can hand the card over and receive the 10th meal absolutely free.

J.38 Manager, Sandra Counter commented "The breakfast loyalty scheme has been so popular we decided to introduce the same scheme for our main meals so that drivers who regularly stay overnight with us can also benefit"

The £500,000 refurbishment in 2007 saw major improvements to the facilities at the Westmorland Limited owned J.38 Truckstop, such as the new village shop and off licence, new shower and toilet block and the addition of security barriers, CCTV and flood lighting in the overnight truck park and a new menu . Drivers can choose from dishes such as the daily roast, using beef and lamb from the family farm only 2 miles away, delicious homemade pies, Cumberland sausage and much more. Followed by traditional puddings, such as local favourite sticky toffee pudding, rice pudding and fruit sponge and custard. Lighter options are also available at the new salad bar.

ENDS

***For further information or images please contact Beverley Tunstall
on 01539 711305 or at b.tunstall@westmorland.com***

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