

WEBSITE NEWS

13th May 2010



Basepoint Winchester Hosts National Doughnut Week and Fairtrade Event

This week occupiers at Basepoint Winchester were treated to a doughnut and coffee morning, to tie in with National Doughnut Week and Fairtrade Day.

The Management team, Rebecca Powell and Nadia Mallett served a selection of Fairtrade products at the event to promote Fairtrade awareness amongst occupiers. Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. By requiring companies to pay sustainable prices (which must never fall lower than the market price), Fairtrade addresses the injustices of conventional trade, which traditionally discriminates against the poorest, weakest producers. It enables them to improve their position and have more control over their lives. http://www.fairtrade.org.uk/what_is_fairtrade/faqs.aspx

An assortment of Krispy Kreme doughnuts was also served much to the delight of attendees. The event was successful in introducing and promoting an exchange of business information for occupiers, and a sense of community was achieved and enjoyed by all.

"Between the optimist and the pessimist, the difference is droll. The optimist sees the doughnut; the pessimist the hole!"

~ Oscar Wilde



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