

'Smell of Success' for Knutsford's independent traders.



Engaging creative displays by Knutsford traders including **Pulse of Perfume** in Princess Street and **Gusto** Restaurant and Bar on King Street (shown) are challenging RHS Flower Show visitors to browse,
'shop and dine'
in the town on their way to and from the show. Disappointing, was the lack of participation and noticeable absence of any flower displays by the town's new supermarkets who hopefully will be inspired to participate in future events to promote the town. An idea for Waitrose (courtesy of Marketing Knutsford) could be to make a display around the Wait
rose
signage with perhaps a display created and sponsored by either
Fryers'
rose centre or the
Black Rose
shop. Customers and visitors on their way home to the station could be offered a £10.00 meal deal with a bottle of Rose Wine.
Perhaps it not too late this year to implement.