

483 Green Lanes  
London  
N13 4BS

6 July 2007

Justin King  
Chief Executive  
Sainsbury's  
33 Holborn, London  
EC1N 2HT

Dear Justin King

You're always being told that Sainsbury's is going through a difficult time due to the dominance of a supermarket beginning with T, but don't believe a word of it. Mrs Shullot and I have always been faithful customers of yours whether you are using Jamie Oliver or John Cleese in your advertising. We also like shopping with you because your plastic bags match our clothes. I was particularly happy to see that your Taste the difference lamb chump joint with pesto crumb topping won Best Meat Product.

What's got my goat is the pressure on you to comply with the laws being brought in to combat this thing called climate change. I don't see what the problem is. Surely we all want the benefits of so-called global warming – no snow to bring the trains to a halt, a sun tan by May, and elderly relatives not having to move into your home due to cold weather.

But that's not good enough for the greens. They are being simplistic – they can explain everything but understand nothing. If they really want to offset emissions then they should give up vegetables and brown bread so they don't fart so much. (Don't get me wrong, Justin, I'd still want them to shop at your store.) If they're so smart, how come they're so ugly?

However, don't think that the muesli-eating, hemp-wearing, low-energy, self-appointed alarmists with their wormeries and wind machines are actually angry. They've never been happier. The green scare has given them a crusade, celebrity and a reason to get their old marching boots out of the loft.

But all this is not recognised by our government of the day. That's why I'm concerned about the welfare of Sainsbury's and what the future will bring. Let me know how you intend to counter the green threat and keep your customers happy.

Good luck to you and your fine company.

Yours sincerely

Peter Shullot