

The History of Somerfield

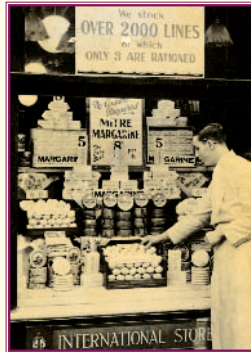
1875

A SMALL FAMILY GROCERY STORE WAS OPENED BY JH MILLS IN BRISTOL



Delivery vans advertising Bristol tea and coffee wait outside a JH Mills Store.

1900



JH MILLS BECAME A LIMITED COMPANY WITH 12 STORES

International Stores
Lots to choose from in this display during the 1940's. Early electric lighting and state-of-the-art glass globe shades. Shop assistant has a pencil handy behind his ear to take orders.

1904



INTERNATIONAL STORES

Note the frayed aprons of the all male staff. The manager is wearing the short jacket. The window display from left to right: packs of loose tea, dried fruits, cheeses, bacon. No refrigeration was available.



EARLY HOME DELIVERY Early 1900s delivery boy with handcart

1920

HOME DELIVERY HORSE & CART CIRCA LATE 1920S



1930

HOME DELIVERY MERCEDES BENZ TRUCK 1930S



1957

Note the handy pram park and the Heinz Tomato Ketchup promotion. One of the first self-service supermarkets. It was safe to park your bicycle on the kerb and butter was only 2/5d a pound – that's just 12p



1950

JH Mills Ltd changed its name to Gateway and the stores were converted to become the first self-service type supermarkets.

'THE NAME GATEWAY WAS CHOSEN BECAUSE BRISTOL IS THE 'GATEWAY' TO THE WEST COUNTRY'.

1977

Gateway was taken over by Linfood Holdings Ltd increasing the number of stores to 100. Linfood changed its name to The Dee Corporation in 1983.

1983-7

The Dee Corporation acquired Keymarkets, Lennons, International Stores, Fine Fare and Carrefour Hypermarkets.

1988

The Dee Corporation was renamed the The Gateway Corporation plc

1990

Launch of the first Somerfield store and Somerfield own brand range of foods.

1994

Gateway Foodmarkets became Somerfield Stores in April

1960

MID 1960S NEW GATEWAY Note the sign. Fight the Flab and meet Terry Wogan here on Opening Day.



WAR TIME & PRESENT DAY GROCERY BASKET

1996

Somerfield was floated on the Stock Exchange in August and became Somerfield plc

1998

Somerfield plc and Kwik Save Group plc announced the merger of the two companies.

Somerfield