Tiger bread renamed giraffe bread by Sainsbury's

Sainsbury's is renaming its tiger bread after a letter a three-year-old girl wrote to the company, saying the bread looked more like a giraffe, went viral.

In May 2011, Lily Robinson wrote to the supermarket, suggesting that the bread should be called giraffe bread.

She received a letter back saying that renaming it was "a brilliant idea".
Sainsbury’s Supermarkets Ltd
33 Holborn
London
EC1N 2HT

31st May 2011

Dear Sainsbury’s,

Why is tiger bread called tiger bread? It should be called giraffe bread.

Love from Lily Robinson age 3 1/2

Our reference: 1-251107/34

14 June 2011

Sainsbury’s

Thanks so much for your letter. I think renaming tiger bread giraffe bread is a brilliant idea – it looks much more like the blotsches on a giraffe than the stripes on a tiger, doesn’t it?

It is called tiger bread because the first baker who made it a long time ago thought it looked stripey like a tiger. Maybe they were a bit silly.

I really liked reading your letter so I thought I would send you a little present. I’ve put a £3 gift card in with this letter, if you ask your mum or dad to take you to Sainsbury’s you could use it to buy some of your own tiger bread (and maybe if mum and dad say its OK you can get some sweetsies too!). Please let an adult to wait 48 hours before using this card.

I’m glad you wrote in to us and hope you like spending your gift card. See you in store soon.

Yours sincerely,

Chris King (age 27 & 1/3)
Customer Manager

Enclosed: £3 gift card
Thanks to a clever suggestion from one of our customers we've changed the name of our tiger bread to giraffe bread. Don't worry, the recipe hasn't changed and the bread still tastes as great as ever.
Bad reviews are good for business

Harnessing the power of negative reviews
Nurturing customer trust

The success of ratings and reviews is all down to trust. Consumers value reviews because they trust the unedited opinions of their peers far more than official information sources like advertising or sales assistants.

People are naturally sceptical of sites where every review gives full marks. We all know that no product or service pleases everyone all of the time. When all your reviews look like they’ve been hand-crafted by the marketing team, consumers distrust them. And when you lose consumer trust, you lose sales.

A few bad reviews give consumers a reason to believe all your good reviews.

68% trust reviews more when they see both good and bad scores*

95% suspect censorship or faked reviews when they don’t see bad scores*

*Reevo Insight research, 2013
The pizza was sooooo greasy. I am assuming this was in part due to the pig fat.

Come in and try the worst meatball sandwich that one guy on Yelp ever had in his life.
Clicks: boltbarbers.com
Bricks: 5th & Spring, DTLA, Melrose & La Jolla, H-Wood.
"They use an air brush to blow away stray hairs at the end of a cut...but my barber used the air brush...literally blowing stray hairs off her feet."
Thomas H., Los Angeles

"Tired of the same attitude. If I wanted attitude, I would go to Beverly Hills and have a proper queen throw me shade that had some talent and not some TROGLODYTE with a buzzer."
Sue U., Los Angeles

"I love this place, though it's not for everybody. When they are not busy, many of the employee's take naps, watch ESPN, etc." Paul S., Los Angeles

"They took me off the chair for some guy that had an appointment."
Rivaled G., Northridge

"After getting my hair butchered by a hair trimmer to the point of looking like a marine recruit coming out of basic training, I will never return and suggest others venture elsewhere."
Will R., Annapolis, MD

"Still a cool place for a cut but I cannot recommend the shave...women cannot do straight razor shaves, period - they don't get it."
Paul H., Los Angeles
THE END