

## Member Voice – member design ales film: transcript

**Sam Dineley**, *member from Bristol who provided the tasting notes to our Triple Hop beer:*

This is the first time I'm going to see the beer on the shelf in my local Co-op. It's all snowballed out of a survey.

Oh, wow. -It's got my tasting notes. -That's really cool. Perfect.

I went on the Co-op membership site, saw that they were asking for opinions on what people thought of beer. Signed up for that, got the beers in the post, had a drink and sent all my feedback away. And I get another email saying they want to put my tasting notes on the label and invite me to Manchester to see the beer being made.

Everyone there was really passionate about it, perfection to detail, but there is a really big family feel to it.

I'm genuinely amazed that the Co-op has listened to feedback from members, but they've also gone the extra step and they've included me in the process and I think that's really awesome.

I get emails sometimes, but I go and log on to the actual membership website, and they've got a listing of what's coming up next, what they're looking for feedback-wise.

It's the Co-op's beer, but it's got my name on it, it feels like I've been part of the process. So yeah, there's a little bit of me in there I think.

Cheers.