

The Co-Operative Group Promotes Legal Services To Food Shoppers

The **co-operative** legal services

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The Co-operative Group today (15 April) launched a high profile campaign to promote the legal services offered by its own specialist division to shoppers in its food stores.

The in-store campaign aims to raise awareness of the wide range of advice and expertise available through The Co-operative Legal Services.

The campaign, which will last nine weeks, includes in-store radio and animated till screen displays.

Eddie Ryan, Managing Director of Bristol based Co-operative Legal Services, said: "The shoppers in our 3,000 plus food stores represent a huge market for us so we were delighted that during a similar campaign last year awareness levels of CLS jumped by more than 5 per cent.

"We are confident that this campaign will be equally successful as it is the first time we have promoted our legal services to the enlarged food estate following the acquisition of Somerfield last year.

The Co-operative Legal Services, part of The Co-operative Group, the UK's largest mutual retailer, provide a range of [legal services](#) to

experience and expertise
free from jargon



members and customers covering Will writing, [Probate & Estate Administration](#), Conveyancing, Employment and [Personal Injury Claims](#). A wide range of free legal advice is also provided.

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