

A Chance to Shine

Ethical shoeshine company, shows that helping others and growth can go hand in hand

The thought of a shoeshiner to many of us conjures up images of Victorian shoe blacks and street hawkers plying their trade on dusty roads. However, Drew Goodall founder of Sunshine Shoeshine is on a mission to change our preconceptions.

You will never see Sunshine sitting on the street, they are an ethical shoeshine company that visits corporate workplaces 'What our customers love is that they can get their shoes cleaned each week and do their bit for those less fortunate in the process' Drew continued 'from an employee benefit perspective it works too, staff feel appreciated and ensures a smart image' he asserts 'how many other employee benefits dovetail so well with the CSR policy?'

So, how does he respond to the idea that shoeshine belongs to the elite from another era? 'It's a cleaning service' he says simply 'would you consider wearing dirty trousers to work? Everything else is irrelevant' he went on 'all our Sunshiner's come from positions of hardship or disadvantage, Sunshine not only gives them a job, but their dignity, try arguing with them!' he smiles.

With companies joining them every week, City institutions such as Hiscox insurers and Aviva the future looks bright for Sunshine. I leave the interview with eyes opened and my shoes much cleaner.

Wine What with s By Fio

Whenever the sub wine with spicy fo always triggers a s those who can't se and those who rec not to stick to lage former camp, I'm § had my prejudices a couple of recent t

First was What F Wine?, an innovati competition I help seeks to find the be popular British disl chicken tikka masa fact, there was a sp devoted to Indian f a chicken korma, la and a rather ritzy pi by Vivek Singh's Ci which hosted the t

Although we fou individual pairings with chicken korma riesling with the pr details of which you their website, what com - the best all-ro out to be a fruity Hu called **Spice Trail** (12 scored well in all cat It's normally £6.49 a thanks to a tie-up wi comparison site call Direct (winesdirect.c can get it for £4.85 a you're a new Ocado buy a case. Waitrose

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