

Ice Mummy Bloggers have a tea party



by Lynn Hogg

Ice, the customer loyalty programme, held a Mummy Bloggers Tea Party earlier this week to promote their programme in Scotland. Some local mummy bloggers and family were invited to join in the fun, and I was one of them.

The venue for the event was the lovely [Craigie's Farm Deli and Cafe](#). I can't believe we have never been before. Nestled between South Queensferry and Edinburgh, it offers great views of the surrounding countryside and over the Forth. We got to sample some of the delicious home baking on offer and have a chat whilst the children coloured in and counted eggs.

There was lots for the children to do outside as well and they got to help feed one of the cute little lambs. There are also pigs and chickens on the farm for the children to discover. They then enjoyed an Easter egg hunt outside the cafe.

We are going to come back again when it is a little warmer to try out the Nature Trail and walks around the farm.

So what has all this to do with [Ice](#) ? Well the Ice card is a unique loyalty programme that allows customers at local farm shops all around the country to collect and spend loyalty points. There are also online retailers who offer environmentally friendly products and you will find some interesting niche products available.

You can also shop and redeem online with Marks and Spencer and

John Lewis.

Spending points is easy, no redeeming of vouchers etc, just present your card and the money comes off your purchase. You don't need to pay in full for the items, like some stores, either you can even spend your last 1p on the card if you want.

I think it is a great idea to be able to reward customers for shopping with local farm shops as well as the major chains.

Submitted by Lynn Hogg – [Small business owner and mummy blogger at More4mums](#).