

## Sainsbury's 'Pikey' Insult

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**Editor's note:** This article has been changed [.](#)

[BBC Hereford and Worcestershire](#) reported ten years ago that the grocers Sainsbury's executive Lisa Collins described Sainsbury's shoppers at the Hereford branch as 'pikeys'.

BBC: "Councillor Terry James, leader of Herefordshire Council, said Ms Collins' outburst was ignorant and offensive."

The BBC reported that executive Collins made the insult at a conference organised by the Institute of Grocery Distributors on 13 March, 2003. [date corrected]

**Editor's note:**

*At the time of writing the author believed that this was present news. It has since come to the author's attention that this is incorrect. The article was not meant to deliberately mislead any Ledbury Portal readers.*