



The Formentera Council's Office of Trade has reported that 15,000 purchases were logged on the island this Christmas. Department head Alejandra Ferrer made the announcement after seeing the figures from businesses linked to “Compra a Casa”, a holiday campaign encouraging residents to buy local. Formenterers who shopped at the participating stores were entered in a raffle for 14 prizes.

Councillor Ferrer expressed her satisfaction with a push that this year saw participants increase from 4,400. She also pointed to a possible reason for the change: “Last years' initiative was limited to businesses specialising in gifts. This year, however, we had not only food outlets but also any other store that stayed open through winter.”

Winners were informed this week that their gift vouchers were available for pick up at Formentera's chamber of commerce, another participant in the initiative.

Prize winners

A total of 14 prizes were given out, starting with a weekend for two on Eivissa, rental car and hotel included. That trip, backed by Viatges es Freus, was snatched up by Elena Hurtado after she turned in her receipt at Natural Formentera. A €150 voucher for Majoral jewellery went to Mónica Serra thanks to her purchase at Salón BSB in la Savina. Carbonica Tur's contribution to the raffle –a Christmas ham and bottle of wine– was awarded to Osmari Alzugaray, who had shopped at Detall Nou Estil. Then there was a dégust dinner for two at Es Marès hotel's in-house restaurant. That prize was picked up by José Luis Requena, who had gone shopping at Perfums Formentera.

The list goes on. Juan Ernesto, who had made purchases at Sant Ferran's Super Bàsic, walked away with an €80 voucher for Supermercat La Savina. Maria Ferrer Ferrer got her €50 gift certificate for Can Jeroni pastry shop and bakery. Ferrer had shopped at Pescadería Federico, a fish monger. Dinner for two at Restaurant Acapulco was awarded to Remedio Sánchez, a shopper at Supermercat BTQ. Julien Jean-Louis made a purchase at Brico Paya and was treated to a voucher for a wash and cut or dye and styling at Raquel's Hairspray salon in la Savina.

A painting by artist Sol Courregues will be given to Sofia Pérez thanks to her decision to shop at Pescadería Nuestra Señora del Carmen. Guillem Gil Mir –who dropped his receipt at the Tur Ferrer stationery store– was awarded a voucher for SHELAC nails by the BSC beauty parlour in la Savina. Breakfast for four at Racó des Pa was won by Celestino Valera after she handed in a receipt at Can Manolo. Francisca Escandell, who had shopped at the Marí Serra fabrics emporium, was rewarded with a breakfast for two at the Antoni Blanc fitness centre café. The Council's gift –a pack of books– is for Ana Maria Ferrer, who shopped at Pinocho toy store. Lastly, four tickets to the municipal cinema were nabbed by Catalina Escandell Serra, thanks to Escandell's purchase at Casa Paya.