

## And & Ampersand

The conjunction “and” is one of the most common words in the English language. It’s generally used to link two parts of a sentence together, complete a list, or join two company names such as *Cobb & Co.*

It can be expressed as a word or by using the ampersand symbol ('&') and the rules for the use of each are pretty simple, but often breached.

In sentence text, the word “and” should be written in full, e.g.

Toby and his sister brought cake, sandwiches and lemonade.

The garden features a pool, spa and a change-room.

not...

Toby & his sister brought cake, sandwiches & lemonade.

The garden features a pool, spa & a change-room.

On the flipside, it is normal to use the ampersand symbol in the trade names of products or organisations such as *Proctor & Gamble*, *P&O*, *Ben & Jerry’s*. Always check with company websites however, as on rare occasions, a company name will use “and” while proprietary brands may opt for ‘n’ instead, such as *Four’n Twenty Pies*.

And finally, despite what many of our primary school teachers may have said, it is quite acceptable to start a sentence, or even a paragraph, with the word “and”. (Though that explanation is probably the only time it’s acceptable to finish with it.)