

Christmas Giveaways

Write to *Independent Retail News*,
Highbury Business,
Media House, Azalea Drive,
Swanley, Kent BR8 8HY

Win some extra gifts for your store with this week's special festive Giveaways

Echo Falls

OFFER 13 California wine brand Echo Falls is urging retailers to stock up with its range of popular, easy-drinking wines to capitalise on the incremental sales that the Christmas season brings. You also have a chance to win a free supply.

"Wines from the United States, particularly California, are demonstrating significant growth with the category growing by 28% year on year, so we would encourage retailers to capitalise on this growth," says Claire Griffiths, at brand owner Constellation Europe.

Echo Falls offers consumers a wide choice of varietals including Merlot, Cabernet Sauvignon, Unoaked Chardonnay and White Zinfandel. They are all available in both 75cl bottles and 3-litre wine boxes.

For your chance to win simply send your name, address and telephone number on a postcard to: *Independent Retail News/Echo Falls Giveaway*, PBC, PO Box, 44353, London SW19 1XN.

The first four names drawn win a case of each of the 75cl bottles.



The deadline for all offers in this issue is January 6 2005

Competitions and Giveaways appearing in *Independent Retail News* are only open to independent retailers and their staff currently employed in the trade. Prizes will be awarded as stated in individual competitions and Giveaways. The editor's decision is final and no correspondence will be entered into.

Yule love this bread!

OFFER 14 Bread sales increase in the build up to the festive period as customers will stock up and try to avoid shopping for food for as long as they can.

It is important that independent stores have enough stock to keep up with demand as they are commonly used for 'top up shops'.

Independent stores should ensure they stock a full range to cater for different consumer demands. The core range should include Kingsmill Soft White, Square White, Tasty Wholemeal,

Kingsmill Gold Soft White and Kingsmill Toastie. And don't forget the new Kingsmill Crumpets, Muffins and Pancakes.

To wish all its loyal retailers a Happy Christmas Allied Bakeries is giving away £500-worth of Kingsmill products.

All you have to do is send your name, address and telephone number on a postcard to: *Independent Retail News/Kingsmill Giveaway*, Hill & Knowlton, 20 Soho Square, London W1A 1PR.

The first five names drawn will each receive £100-worth of Kingsmill products.



Vimto festive thank-you

OFFER 15 Vimto Soft Drinks is sending a big festive thank-you out to retailers after celebrating a fruitful year of investment which has helped to deliver the company's greatest-ever share figures for Vimto across the dilutable and carbonate categories and driven 250,000 new consumers to the brand.

Emma Hunt, marketing manager of Vimto Soft Drinks, commented: "Vimto invested heavily in a £3.5m promotional campaign for 2004, which featured a high profile advertising campaign and a range

of npd launches aimed at capturing the imagination of consumers and boosting profits for retailers.

To celebrate Vimto Soft Drinks has teamed up with *Independent Retail News* to offer eight lucky readers two cases each of Vimto product.

All you have to do is send your name, address and telephone number on a postcard to: *Independent Retail News/Vimto Giveaway*, Citigate, 266 West George Street, Glasgow G2 2PQ. The first eight names drawn win the prize outlined above.



They're nuts

OFFER 16 Trigon Snacks is offering you the chance to win £50-worth (at RSP) of Planters Nutcases—and that's not all, each winner will also receive a superb gravity-fed display unit, which will attract customers and maximise sales of this new product.

Planters Nutcases are crunchy peanuts enrobed in an exotically-flavoured crispy coating and come in three variants – Thai Sweet Chilli, Sour Cream & Jalapeno and Sea Salt & Malt. An ideal impulse purchase, Nutcases are packed in handy 50g tubs which retail at 69p.

Trigon marketing manager, Steve Whattam, said: "The launch of Planters Nutcases earlier this year has given the nuts category a welcome boost. The portable packaging format encourages new usage occasions for nuts such as eating on the hoof and in the car and is ideal for sharing or self-consumption."

If you want to be a nutcase, too, send your name, address and telephone number on a postcard to: *Independent Retail News/Planters Giveaway*, On-the-line, 56 Brierley Green, Buxworth, Derbyshire SK23 7NL. The first 10 names drawn will each receive £50-worth of product.



You can also enter on-line at...

