



## Box office opportunities

### OFFER 5

Video Box Office is the UK's No 1 supplier of home entertainment to the convenience sector, bringing the biggest box office stars to thousands of convenience stores and providing retailers with an outstanding profit opportunity.

DVDs, videos, games and CDs make fantastic Christmas gifts and stocking fillers. With over 13 million DVD players in households throughout the UK, Christmas 2004 is shaping up to be huge for retailers.

This Christmas, in addition to its core range and great new releases, Video Box Office is offering all retailers

a number of new, exciting promotional deals including special dumpbin offers and countertop stands.

As a reader of *Independent Retail News* you have the chance to win a James Bond box set worth £150 or one of three fabulous home entertainment packages containing a range of great DVDs, CDs and PS2 games worth £125.

Send your name, address and telephone number on a postcard to: *Independent Retail News/VBO Giveaway*, Home Entertainment Corporation, Southgate House, Southgate Way, Orton Southgate, Peterborough PE2 6YG.

The first four names drawn win the prizes outlined above.



## Bootiful Bernard is back – and even bigger!

### OFFER 6

Cooked meats market leader Bernard Matthews, which sells one pack of its Wafer Thin Turkey Ham every second, is entering its 55th year of trading with a new corporate look, major new product range and a £10m advertising campaign.

The new Bernard Matthews logo – modernised but still retaining the brand's Norfolk heritage – will feature on all packs of Wafer Thin, Sliced and Marinade cooked meats. To make the fixture easier to shop, these will be colour-coded – dark blue for

turkey ham, light blue for ham, green for turkey and red for chicken – so consumers can make a quick and informed purchase. The company is also liaising with retailers over pack sizes, including developing smaller packs for the convenience channel.

Bernard Matthews Cooked Meats are perfect for post Christmas slimmers – all are between 92-98% fat free and high in protein.

We have £100-worth of Bernard Matthews Cooked Meats to give away to the first five names drawn. All you have

to do is send your name, address and telephone number on a postcard to: *Independent Retail News Bernard Matthews Giveaway*, FML, 8 High Street, Hurstpierpoint, West Sussex BN6 9TY.



## Rolling on

### OFFER 7

Another bumper year for Zig Zag as sales of the rolling paper brand continue to grow. The company also claimed another victory when Scott Mansell became the youngest-ever winner of the Euroboss Championship driving the Zig-Zag Benetton B197 Formula One racing car.

Most of Zig Zag's sales are through independent retailers and according to commercial director, Andrew Armstrong: "We want to give

something back by offering *Independent Retail News* readers the chance to win some free stock."

Simply send your name, address and telephone number on a postcard to: *Independent Retail News/Zig Zag Giveaway*, On-the-line, 53 Brierley Green, Buxworth, Derbyshire SK23 7NL.

The first 10 names drawn will win £50-worth of Zig Zag rolling papers and accessories including new filter tips packs which feature improved graphics and have been re-designed to offer the roll-your-own-smoker freshness, convenience and security.



## Cowabunga

### OFFER 8

Time to get lucky with our great giveaway! We have bags of super surprises in store for readers in our latest fun-packed giveaway.

We have teamed up with Mr Lucky Bags, brand leader in the dynamic UK surprise confectionery market, to give retailers the chance to win a bumper haul of the top-selling new Teenage Mutant Ninja Turtles lucky bags.

The Mr Lucky Bags range of favourite character licences is the perfect choice for kids' treats, party favours and Christmas stocking fillers. Kids are guaranteed bags of fun with products such as The Simpsons, Barbie, Groovy Chick, Fox Kids, Tiny Planets, Looney Tunes, Rugrats, Dick Turtle and Trixie's Treasures. Watch out too for the brilliant Shark Tale and Spiderman Movie Bags which combine Mr Lucky Bags goodies with a colourful poster magazine.

All you have to do is send your name, address and telephone number on a postcard to: *Independent Retail News/Ninja Turtles Giveaway*, 263 Frimley Green Road, Frimley Green, Camberley, Surrey GU16 6LD.

The first 10 name drawn will receive an outer of Ninja Turtles lucky bags.



You can also enter on-line at...

