

## WHAT'S NEW

### Wrigley offers chance to win iPod

Wrigley has launched its biggest ever on-pack promotion, offering consumers the chance to win one of 10,000 iPods.

The promotion runs across the entire Extra gum and Extra mints range, and will give away over 100,000 music prizes including front row gig tickets, online album vouchers and £5 music downloads.

Consumers claim their prizes by visiting the website [www.closetomusic.com](http://www.closetomusic.com). Visitors to the site can also take part in a daily prize draw to win "money can't buy" prizes, play games, enter quizzes and view music



news and reviews.

"This fantastic on-pack instant giveaway promotion is running across millions of packs of Extra gum and Extra mints"

commented Jo Hartop, head of communications at Wrigley. "It will undoubtedly generate excitement and increase further awareness of the Extra brand, so retailers need to ensure they are fully stocked with the whole Extra range."

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### UBUK launches two snacks promotions

United Biscuits UK is launching two of its biggest ever on-pack promotions on its McCoy's and Hula Hoops savoury snacks brands.

The McCoy's on-pack promotion is offering consumers the chance to "Win the World's Best Sports Seats", while Hula Hoops is offering the chance to play "Hunt The Hoops" and win cash and family prizes.

Top prizes in the McCoy's promotion include two seats at a Grand Prix in the Far East or a football match in Brazil. Every pack also gives £10 off if more than £50 is spent at all sports. The promotion will be supported with a marketing investment of more than £750,000.

Hunt The Hoops has a top prize of £25,000 and there is a voucher for £7 off adult admission to Tussauds theme parks on every multipack sleeve.

UBUK has developed point-of-sale materials and retail-entertainment to drive awareness of both promotions in store. The promotions will be appearing across the entire range of McCoy's and Hula Hoops SKUs.

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### Turkish bar breaks out of blocks

Cadbury Trebor Bassett will launch Dairy Milk Turkish in a single bar format on August 15.

The product has been available in a block format since 2003, and according to the company exceeded all expectations achieving the company's best cash rate of sale after Cadbury Dairy Milk.

It said it was launching the new

format due to public demand.

The launch will benefit from a £20m multi-media marketing campaign in support of the Cadbury Dairy Milk brand. Cadbury Dairy Milk Turkish 49g is expected to be worth £8m on top of the existing Cadbury Dairy Milk large block range – already worth in excess of £12m.

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### Pair of new products in Weetabix portfolio

The Weetabix Food Company is launching two new products, Weetaflakes and Alpen No Added Sugar with apricots, dates and pistachios.

This new activity closely follows the launch of the company's new advertising campaign in June and further consolidates the company's family of wholegrain-rich breakfast cereals.

The Weetaflakes provide the Weetabix constituents in a cereal flake format. The new Alpen variant complements the existing Alpen no added sugar (NAS) product.

In addition to the new product launch, all packaging in the Alpen range will be redesigned to provide increased on-shelf stand out.

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### Premium nut range from Trigon Snacks

Trigon Snacks is introducing the Planters Premium Nut Range to help independent retailers tap into the premium nuts sub-category.

The range includes: Nut & Fruit Mix with Cranberries in 120g; 110g bags of Sea Salt & Black Pepper Cashews & Peanuts and Sea Salt & Malt flavour Crunchy Peanuts; and 90g bags of Salted Pistachios and Authentic Bombay Mix.

On-shelf customer appeal is achieved by packing all of the new variants in see-through bags and the use of Mr Peanut, Planters brand ambassador, on the packaging.

The range is packed in shelf-ready display cases each containing 12 bags.

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