

## Nestlé Rowntree helps retailers with mixed case of chocolates

Nestlé Rowntree is aiming to help small stores capitalise on boxed chocolate sales by launching a composite outer that reduces the investment for retailers wanting to stock up with a range of products.

The boxed chocolates composite outer contains Quality Street (480g x3) and After Eight (300g x3), new launches Pizazz from Quality Street (180g x3) and After Eight Straws (x3), as well as Matchmakers Mint (x3) and Dairy Box 210g (x2), plus three free Milkybar Xmas Selection packs.

With an RRP of only £34.99, it gives retailers the opportunity to reduce their cost outlay as they do not have to invest in full outers of each product which would amount to a total of £136.90.

"With the confectionery gifting market worth a massive £128m to independent retailers (14% of annual confectionery sales), this is a key area they should be capitalising on," advised Graham Walker, Nestlé Rowntree sales communications manager.

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## Pringles King Kong movie promotion

King Kong is the theme of Pringles' latest blockbuster on-pack offer, following the brand's recent Lord Of The Rings on-pack offer, which achieved record retail sales.

Every special Pringles Kong can gives consumers the chance to win a trip to New Zealand, where King Kong was filmed, plus portable DVDs and millions of other prizes.

Centring on the message "So irresistible, you'll want to grab them before Kong does," the £2m Pringles Kong support plan includes national TV advertising from November 14 to December 31, and on-line activity on [www.pringles.com/kong](http://www.pringles.com/kong). The consumer PR programme includes a Pringles Kong ticket giveaway in UK cinemas and a national radio promotion in Ireland.

A catalogue of Pringles Kong point of sale material featuring Kong about to grab a Pringles will include roaring sonic shelfcards.

The King Kong movie opens across the UK on 15th December. Stocks of Pringles Kong packs will be available to all accounts from October.

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## Three revitalising ingredients add energy to new variant of Sprite

Coca-Cola is launching Sprite 3G, an energy drink that combines the lemon-lime flavour of Sprite with three revitalising ingredients – glucose, guarana and caffeine from green coffee beans.

It will be rolled out throughout convenience channels from October onwards, and initial marketing support for the launch will include an ambient media campaign and nationwide sampling.

Marketing director Norman

Brodie commented: "Sprite is a fantastic, growing brand. It has undergone a 12% increase in growth in the last two years alone.

"With pre-launch consumer feedback reinforcing Sprite 3G's, great taste and refreshment credentials, we are confident that it will prove a welcome addition to the Sprite brand portfolio and our ongoing commitment to provide consumers with a diversity of refreshment choices."

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## Burton's Foods adds to Highlights range

Burton's Foods is launching two new products under its Cadbury Highlights brand.

Cadbury Highlights Delights are light crumbly biscuit bars fully coated in Cadbury milk chocolate, and Cadbury Highlights Nibbles are light crumbly circular biscuits, half-coated in Cadbury milk chocolate. The entire range has an RSP of £1.29.

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## New pack design for SteamFresh

Unilever Ice Cream and Frozen Foods is introducing a new pack design for its Birds Eye SteamFresh brand, and a new variant, as part of a £10m marketing spend on the range.

The new SteamFresh packaging brings together the three current offerings of vegetables, ready meals and fish dishes under a single brand identity, and will include new Salmon with Penne Pasta & a Dill Sauce.

James Simmons, trading

director Unilever Ice Cream and Frozen Foods, said: "The brand is already proving massively popular. SteamFresh has succeeded in bringing new consumers into frozen and extending current shoppers repertoire, with nearly half of all SteamFresh vegetable and fish gains being incremental. This relaunch will create a stronger brand identity for SteamFresh, driving sales and encouraging greater trial across the range."

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