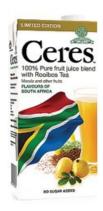


Marula, Rooibos welcome visitors



30 Apr 2010

Two limited edition Flavours of South Africa variants that combine two homegrown flavours - Marula and Rooibos - have been released by Ceres to welcome visitors. The limited edition themed packaging, designed by Cape Town-based brand activation agency, 34, proudly sports the South African flag to catch the eye of consumers and stand out on shelf.



To further generate excitement and customer interaction, it has included an on-pack SMS competition where consumers can win R1 million worth of instant prizes, including shopping and spa vouchers and a 5-star South African holiday. The promotion runs from 1 April to 30 September 2010.

The case configuration for the 1L pack is 12 x 1L and 24 x 200ml for the 200ml pack. Available in supermarkets and convenience stores nationwide, they will retail for approximately R13.50 for the 1L and R26.99 for the 200ml six-pack.

ABOUT ACTIVRETAIL

The strategic partnership between ActivRetail and BizCommunity offers the best news of its kind to the retail industry. In a strategic positioning agreement, ActivRetail and Retail.Bizcommunity have created an association by bringing a joint offering to this sector in terms of news, information, research, services and product news. This creates the best mix of media, business and trade services to stakeholders within this vibrant industry. Please continue to submit news and updates to editor@fmcg.co.za. Or visit:ActivRetail

- Pringles has a jingle 8 Jul 2010
- Nampak scoops international packaging prize 7 May 2010
 Corner Bakeries for Engen Quick Shops 5 May 2010
- New Food Lover's Market for Table View 5 May 2010
- Marula, Rooibos welcome visitors 30 Apr 2010

View my profile and articles...

For more, visit: https://www.bizcommunity.com