

In store promotions prove successful

In October and November 2010, Kiri Cheese launched an in-store campaign aimed at demonstrating its versatility and introducing the full range of the brand to consumers.



Promoters encouraged trial and showed consumers how to get the most out of their snacks. In select stores, apprentice chefs were stationed at the stands and shared a range of easy to make snacks such as strawberries and black pepper, toasted sesame seed balls, avocado & chilli dip and basil & tomato skewe

The feedback received from consumers provided vital information for the brand including ideas for new variants to introduce to the South African market as well as showing that sampling does promote purchase

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