



Winner Phil Goding (Left) with David Williamson FoodWorks Gisborne VIC

FoodWorks' "African Safari" \$15,000 Promotion Winner

Phil Goding a customer from Gisborne, Victoria has been announced as the major prize winner of the FoodWorks group's in-store consumer competition "Dreaming of an African Safari", valued at around \$15,000, which will see him and his family embark on the trip of their lifetime.

The promotion ran for four weeks in FoodWorks' independent supermarkets nationally throughout April with the aim of driving post-Easter customer sales, increasing basket size and raising consumer awareness

of the FoodWorks brand.

Mr Goding was drawn as the winner of the major prize, an African Safari Holiday Package for four, comprising flights to Johannesburg, six nights accommodation and with game drives at Pilanesberg National Park.

The promotion was supported by new television commercials and backing the TVCs were radio advertising, colourful in-store point of sale and features in the catalogue, sharing the "African Safari" theme.

To enter, customers received an entry 'postcard' with a unique 7 digit code for every \$30** spent, then simply SMSed the unique code to the number listed on their postcard, along with some basic contact details.

David Williamson, FoodWorks Gisborne storeowner and manager said: "I'm really pleased that one of my regular customers for many years has won the major consumer prize."

In conjunction with the consumer promotion, the FoodWorks group ran a store incentive competition to encourage retailers to decorate and theme their stores and this was won by FoodWorks Bacchus Marsh.

Among their creative ideas and initiatives, FoodWorks Bacchus Marsh staff dressed in colourful native dress featuring loads of African inspired jewellery, safari gear and many leopard spots aimed at getting customers into the spirit. The store was extensively decorated with various African scenes including a special painted giraffe and zebra, while staff made African masks, flags, hammocks and even a thatched hut.

Southern Rework
Complete Retail Solution

We can assist you with all your needs in:

- ① POS Maintenance
- ① Onsite Service
- ① Return to base
- ① Parts exchange
- ① New POS Equipment Sales
- ① Wireless Networks

Call us to discuss your technology needs

www.southernrework.com.au
Ph: (03) 9548 7488 Fax: (03) 9548 7411

JV Retail & Business Services
CALL TODAY P: (03) 5629 5196

Save money on your stores bookkeeping and benefit from our experienced retail team!

Accountability for your business
www.jvretailservices.com.au

Professional bookkeeping without high prices