

Baitz

LIQUEURS

INTERNATIONAL AWARD WINNING LIQUEURS

BAITZ IS AN INTERNATIONAL TROPHY
WINNING LIQUEUR COMPANY,
FIRST CREATED IN MELBOURNE OVER
50 YEARS AGO.



32 Flavours Available

DURING THIS TIME,
BAITZ LIQUEURS HAVE WON:

- QUEST TROPHY (LONDON)
- OVER 100 GOLD MEDALS
- 18 LILLIE TROPHIES (AUSTRALIA)

**DON'T COMPROMISE
QUALITY- MAKE
IT BAITZ!**

DISTRIBUTORS:

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BAITZ LIQUEURS - CREATED IN AUSTRALIA - AWARDED ALL OVER THE WORLD

Product News



James Boag's Premium Summer

The team at Boag's has a range of initiatives planned to raise brand awareness and help drinkers enjoy one of Australia's best premium beers over the summer months.

Starting in late November, an exclusive program of James Boag's Premium seafood matching will feature at restaurants and Qantas Club lounges in selected states across Australia, designed to create premium occasions for consumers to sample the brew partnered with the fine seafood. A specially created James Boag's Premium Lager Seafood booklet will also be distributed through bottle shops nationwide, providing the background of and tasting notes for the brew as well as recipes which match the brew with innovative Tasmanian seafood dishes.

The brand's top quality credentials will also to be promoted throughout the key summer period with the release of limited edition cases, currently available in bottle shops nationally. The packaging incorporates the black and white theme which has formed an integral element of the hugely successful 'Who is James Boag?' campaign.

Consumers will have the opportunity to sample James Boag's Premium at the Melbourne Moonlight Cinema from December to mid-March, the St Kilda Open Air Cinema, which returns in January 2009 and the L'Oreal Melbourne Fashion Festival (March 15 - 29, 2009).



FOR MORE INFORMATION ABOUT JAMES BOAG'S PREMIUM,
CONTACT YOUR LION NATHAN REPRESENTATIVE ON 13 15 13.



Ray Pallister Promotions developed the Reward Showcase concept for supermarkets in 1993. With hundreds of stores now using this system to provide their loyalty solution, the Reward Showcase has proven itself as the best solution for loyalty programs.

REWARD Showcase

Representatives Service all States of Australia

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