



Shopper Koay Lay See, 50, showing the Fudal bag she received at the event.



(From left) Swee with Gama's buyer Bala Subramanya, sales manager Ong Lay Hoon, manager Chew Boon Khoon and Julie's Marketing Sdn Bhd senior regional sales manager Lau Lal Yong with the festive giveaways at Julie's 'What's Your Love Letter' Chinese New Year Roadshow at Gama Supermarket and Department Store, Penang.

Penning messages of love for CNY

ALL-time favourite biscuit maker Julie's is going on a roadshow to deliver blessings to families in Penang before the Chinese New Year celebration.

During the "What's Your Love Letter?" campaign, the first 188 customers who buy two tins of 700gm Julie's Love Letters will get another tin of 400gm wafer rolls for free.

"The first 188 customers will also get a limited edition 'Fudal' woven bag.

"Customers who buy two tins of 700gm Love Letters or Cocoro in a single receipt are also eligible to take part in our 'Bring Your Blessing Home' lucky pick.

"It comes with additional gifts such as petrol vouchers, umbrellas, bowls, food containers or Julie's products," said Julie's Marketing Sdn Bhd senior national sales manager Dennis Swee at Gama Supermarket and Departmental Store on Saturday.

He said the upcoming three roadshows will be held at Sunshine Square in Bayan Baru, Sunshine Farlim Shopping Mall and Tesco Extra in Sungai Dua on Saturday.

"Besides the roadshows, we're also having the 'What's Your Love Letter?' contest, which started on Jan 8, where 50 pieces of 24k Gold

Fortune Pouch Charm Bracelet are up for grabs.

"Customers can pen their love messages in 20 words on the contest form, and submit it with the receipt from the purchase of two tins of 700gm Julie's Love Letters by Feb 11," he said.

Swee said 10 customers with the most touching messages would walk away with the bracelet weekly.

"In this era of technology, we also encourage others to get back to the root, pen down their heartfelt messages and send it out to their loved ones," he said.

The result will be announced on Sunday, Feb 11 and Feb 18.



Shoppers writing their love messages for the contest.