



MEDIA RELEASE

**Julie's Biscuits announces 30x Weekly Prizes Winner (10g Gold worth RM3,500/Gold) & Grand Prize Gold Winner (100g Gold worth RM35,000) for Cheese! I 'Nut' Emas Campaign**



**Kuala Lumpur, 20 September 2023** - In response to the overwhelmingly positive feedback from last year's contest, Julie's was thrilled to bring back their nationwide 'Cheese! I 'Nut' Emas' contest for the second consecutive year. The Buy and Win contest ran from June 15th to July 31st, 2023. This year's contest was even bigger and better than before, with more prizes up for grabs and a higher total prize amount of RM150,000.

The custom gold prize was inspired from the shape and golden appearance of Julie's signature Sandwich Biscuits. This contest also serves as the brand's creative outlet, with its tagline 'Cheese! I 'Nut' Emas' playfully resembling the Bahasa Malaysia phrase 'I Nak Emas' (I want gold) in a homophonous manner. The words, 'Nut' and 'Cheese' used in

the tagline also paid homage to the brand's long-standing popular Sandwich Biscuits in Peanut Butter and Cheese flavours.

The Cheese! I 'Nut' Emas contest was open to all Malaysians. There were over 30 prizes up for grabs, including 30 of 10g gold prizes worth RM3,500 each, and one grand prize of 100g gold worth RM35,000. All participants just needed to purchase Julie's Peanut Butter and/or Cheese Sandwich Biscuits for a minimum of RM5, and they were in the running to achieve their goal for gold.

Julie's Peanut Butter and Cheese Sandwiches are favourites for both young and old, serving as signature Julie's items for a unique Julie's experience. Julie's Cheese Sandwich features a golden, crispy, lightly salted round cracker sandwiched between slightly sweet and salty cheese cream. Julie's unique Peanut Butter Sandwich boasts a rich and aromatic peanut butter cream paired with golden, crispy, lightly salted, toasted round crackers, making it the perfect snack for any occasion.

Tzy Horng Sai, Director of Julie's Biscuits, said "In the second consecutive year of our contest, a limited-edition customized gold nugget is crafted to resemble Julie's iconic sandwich biscuit. The excitement was palpable, and everyone was eager to take part in sending across their voice recording. We are equally thrilled to have celebrated with our winners, who walked away with Julie's custom-made gold prizes. This initiative is our way of spreading joy to our valued consumers," remarked Tzy Horng Sai, Director of Julie's Biscuits.

Maniyamin Binti Mamat from Pahang emerged as the Grand Prize winner, expressing her delightful surprise, "I was truly taken aback because I hadn't anticipated winning the grand prize in this campaign. I've always been a devoted fan of Julie's and wish to extend my heartfelt thanks to Julie's, as well as to my husband, who consistently assists me in purchasing Julie's biscuits. Being a nurse, I often share Julie's biscuits with my colleagues, and I also donate them to the *anak yatim* (orphanage) house. I believe that this is the good fortune I've received as a result of my contributions."

Raymond Kwan, Assistant General Manager of Julie's Biscuits, said "We've witnessed a substantial surge in demand from our retailers, all thanks to the excitement generated by this contest. It's a testament to our commitment to supporting our trades and creating memorable experiences for shoppers. We're looking forward to building on this success and continuing to exceed expectations."

Furthermore, over the course of six weeks, we selected five winners each week, resulting in a total of 30 lucky individuals.

A significant number of participants enthusiastically joined the Cheese! I 'Nut' Emas campaign. We are thrilled to witness such a remarkable level of engagement and response from Malaysians. Once again, we extend our heartfelt gratitude for every valuable participation.

### **About Julie's Biscuits**

Julie's is an international, award-winning biscuit brand sold in 80 countries. Founded in Melaka, Malaysia and marketed as Julie's since 1985, the brand undertook its milestone rebranding campaign in 2020. The original blonde Julie, a household icon, has been rejuvenated to appeal to today's consumers. Julie now sports a shorter bob-haircut, red and blue headband with a forward and an upward look of certainty, reinventing her appeal with the new generation of consumers. For further information on Julie's Biscuits, visit <https://www.julies.com.my/>.

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