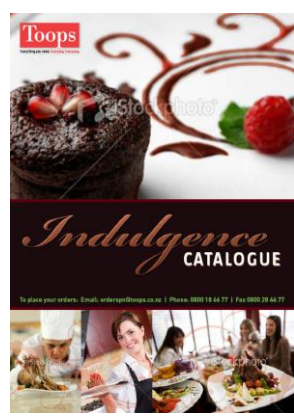
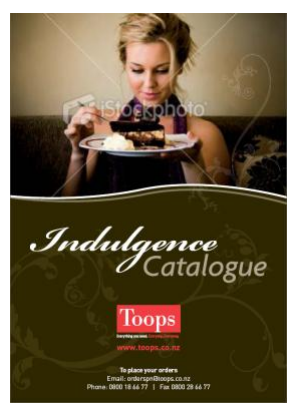


Indulgence

A PREMIUM FOOD CATALOGUE FROM TOOPS

Welcome to Indulgence

Food and drink trends leads to inspiration, inspiration leads to ideas, ideas leads to Innovation, which leads to new products and services for your business – a great way of making money!



Toops is producing a catalogue promoting chilled and frozen finger food, desserts and complimenting products targeted specifically to selected cafes, restaurants, bars, hotels and caterers, who are regularly doing business with us. 1,250 copies are produced in total with 550 copies of this catalogue will be handed directly by our territory managers to targeted customers and 700 are distributed via mail or our stores. This catalogue will be circulated in early August.

The catalogue will be divided by product category: desserts, beverages, cheese, pastry, finger food and so on.

Those suppliers who choose to buy full page advertising will have the opportunity to place some editorial information type, which could include:

- Handy tips
- Recipes to be used with their products
- Health information
- Portion size
- Recommended retail price
- Thawing instructions
- Serving recommendations
- Complements to the product



We are planning for between 24 and 32 pages, including cover, so bookings will be accepted on a first booked basis, so don't miss out on this opportunity to be in front of customers who would benefit to use your products.

This catalogue will also include a product listing of your featured products.

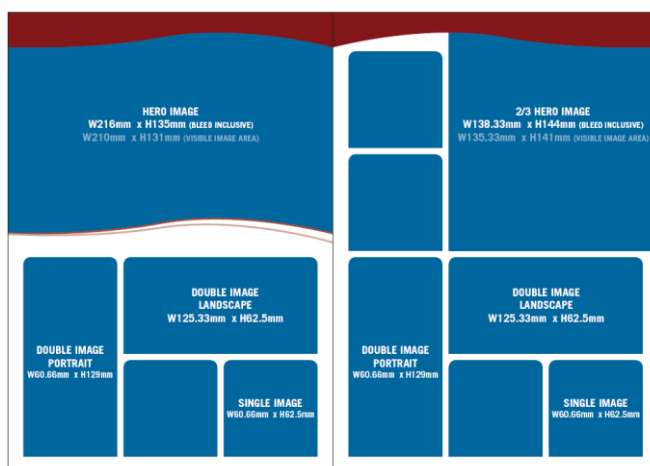
Distribution profile

Indulgency – Sector distribution

Cafés, restaurants and bars 50%

Institutions, hotels, motels and lodges 30%

Caterers 20%



PRODUCT LAYOUT

Bookings deadline

Inserts bookings: 10 June

Pages bookings: 9 June

Material deadline

Pages content and photography: 15 June (Layout done by Toops design agency including page cost)

Inserts: 15 June (Designed and printed by Baseline at suppliers cost)

Insert concepts: 19 June (Provided by supplier)

Actual printed inserts: 26 June

Cancelation deadlines: No cancellation allowed due the short time allowed for production

Inserts and brand advertising subject to approval of Foodstuffs Marketing Services Manager.

Deadlines and number of pages subject to change.

Prices

This publication is full colour only – No black and white option available

Full page \$800 as per Indulgency layout (we will design it for free)

Double page \$1,400 as per Indulgency layout (we will design it for free)

Inside front cover \$1,000

Inside back cover \$1,000

Full page advertising with design provided by supplier \$800.

Inserts \$1,000 (does not include printing and designing).

Photography of products \$100 per product shot

Content copywriting \$300 per page

Toops can provide cost for designing advertisements and inserts.

All prices exclude GST and are \$NZD. Refer to terms and conditions on the last page.

To

advertise contact

Anahera Brown (Trade Marketing Co-Ordinator)

DDI: 04 527 2596

Email: Anahera.Brown@foodstuffs-wgtn.co.nz

Terms and conditions

- In accepting an advertisement (including a notice) for publication, and in publishing it we are doing so in consideration of and relying on the advertiser's express warranty, the truth of which is essential:
 - a. That the advertisement does not contain anything: that is misleading or deceptive or likely to mislead or deceive or which breaches the Fair Trading Act 1986; that is defamatory or indecent or which otherwise offends against generally accepted community standards; that infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights; that breaches any provision of any statute, regulation, by-law or any other rule or law, and
 - b. That the advertisement complies in every way with the Advertising Codes of Practice issued by the Advertising Standards Authority inc. ("ASA") and with every other code or industry relating to advertising in New Zealand, and
 - c. Publication of the advertisement will not give rise to any liability on our part or in a claim being made against us
- The advertiser agrees to indemnify us against our losses or costs arising directly or indirectly from any breach of those warranties by the advertisers and from any costs incurred in our making corrections or amendments in accordance with the terms that follow.
- Where the advertiser utilises any aspect of our creative services in the design or production of an advertisement (including photographic or design work) the advertiser acknowledges that we own the copyright in such work and that such work is not work for which a commissioning payment has been made or agreed.
- We may refuse to publish, or withdraw an advertisement from publication, without having to give a reason.
- We may correct or amend advertising to conform to style or for other genuine reasons as long as we do so using reasonable care.
- The advertiser must tell us as soon as possible if there is an error or omission in any advertisement the advertiser has placed. We will not be liable for any indirect or consequential loss (which includes loss of revenue or profit) from an error or omission or failure to publish and if we are found to have any liability for any circumstance that liability is limited to the cost of the space of the advertisement.
- If payment for advertising is not made by the due date (which is the 20th of the month following invoice, unless we specify in writing otherwise) the advertiser will be liable at market rates and all costs of recovery, commissions and collection fees.
- Toops reserves the right to alter casual rates at any time. Forward booking contracts are given rate protection for the period covered by the bookings.
- Rates are exclusive of GST and are quoted in \$NZD.
- Guaranteed position on the inside back cover, inside front cover is subject to availability at the time of booking