

Fly Buys in the Trader

A KEY ADVERTISING VEHICLE FROM TOOPS

Fly Buys

FlyBuys DEALS

Product of the month **McCain**

Buy 1 carton seasoned wedges Code: 10B522 & be in to win a McCain prize pack. Winners will go into an end of year draw to win 5,000 Fly Buys Bonus Points.

5,000 BONUS POINTS

Valid 17-10-11 to 31-11-11

| | | |
|--|--|--|
| <p>Riccola Rice Bran Oil 1L</p> <p>Buy 1, collect 1</p> <p>156004</p> <p>\$27.99 \$26.49</p> | <p>Aggro 20ml</p> <p>Buy 60, collect 3</p> <p>A22057</p> <p>\$2.14 \$2.14</p> | <p>Albanhe Heppberg Green Söbit</p> <p>Buy 1, collect 3</p> <p>400004</p> <p>\$49.99 \$48.14</p> |
| <p>Albanhe Heppberg Red Söbit</p> <p>Buy 1, collect 3</p> <p>400735</p> <p>\$50.99 \$48.99</p> | <p>Ingham Frozen Chicken Tender 1kg</p> <p>Buy 1, collect 1</p> <p>400089</p> <p>\$16.99 \$15.99</p> | <p>Buy 4, collect 10</p> |

CONGRATULATIONS!

The following customers joined Toops in August and qualified for our August Fly Buys Star Deal. Each customer will collect 50 Fly Buys Bonus Points.

Wholly Burgers Tory Street, Russ International LTD, Fish n Peathers, WPT Builders LTD, Burnley, Gloran Masaba, Helen M & Philip F, Thorncroft, Australasian Driver Training Services LTD, JMABC, Holly Oak Rental, Brounson Residential, Jaja, Killbarn Towers, Nethal, Echoes, Pace Couriers, Eurasia Partnership, Kallhalla Cafe Garden & Lounge, Puhalo Enterprises, The Grand Road, Anna Kena Superette, Gloriana Dairy, Wood Alison, Stanton Print, North End Takeaways, Newland Refrigeration & Electrical LTD, J Hoce & J Pace Partnerships, Station on Bike, Public, Bay 46, Zoo Bar, GAZZ Oriental Bay, James Cook Kiosk, Bruce Pascoe Welch Jocelyn Ann Welch, Egmont Enterprise

FlyBuys STAR DEALS

Toops

dream a little

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 the only wholesaler in the lower North Island that offers Fly Buys points on your everyday spend.

Fly Buys Bonus Point offers allow you to promote your products at full margin. The only cost to you is for Fly Buys Points awarded. These promotions are printed in our Toops Trader so an estimated 6,000 customers will have these promotional details in their direct point of contact every 2 weeks.

There are two ways that you can use Fly Buys and the Trader to promote your products:

- **Fly Buys bonus points spot:** these can be used by giving a number of extra bonus points with purchase or by giving a multiplier in form of bonus points. Each Bonus Point will have a wobbler supporting point of *sale free of charge*.
- **Fly Buys prize draw competition page:** Used to promote your product with an entry to a competition to win a certain number of Fly Buys Bonus Points. Each Bonus Point will have a wobbler and a poster supporting point of *sale free of charge*. Sweepstakes winners are also advertised at a later date *free of charge*.

Those suppliers who choose to promote using Fly Buys in the Trader will also have their promotion advertised on the Toops instore radio system *free of charge*.

What could you get with 5,000 Fly Buys Points?

10 Breville slow cookers

31 Wenger Grand Maitre breakfast knives

29x 12 Packs of beer

Return flights for one to Fiji plus one night accommodation

- Convert to Airpoint dollars if you have a BNZ GlobalPlus credit card or are a Fly Buys for business account holder.
- So GlobalPlus would get 840.67 Airpoint dollars and Fly Buys for Business would get 799.99 Airpoint dollars.

5,000 BONUS POINTS

AIR NEW ZEALAND AIRPOINTS

dream a little

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.

Sweepstake

FlyBuys

Edgell

5,000 BONUS POINTS

Just buy 10 cartons of any of the featured Edgell products to be in to win 5,000 Fly Buys Bonus Points!

Oval Hash Browns 1279686
Hash Brown Minis 1421213
Potato Gems 997635

VALID 14/11/11 - 27/11/11

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Ingham

Frozen Chicken Breast Tender 1kg

Buy 1, collect 1

Buy 4, collect 10

5,000 BONUS POINTS

VALID 14/11/11 - 27/11/11

dream a little

Distribution profile

Toops Trader – Sector distribution

Toops Trader

Instore direct to customer advertising

Bookings deadline

| Start date | End date | Booking date | | Start date | End date | Booking date |
|------------|------------|--------------|--|------------|------------|--------------|
| 9/01/2012 | 22/01/2012 | 28/11/2011 | | 9/07/2012 | 22/07/2012 | 28/05/2012 |
| 23/01/2012 | 5/02/2012 | 12/12/2011 | | 23/07/2012 | 5/08/2012 | 11/06/2012 |
| 6/02/2012 | 19/02/2012 | 26/12/2011 | | 6/08/2012 | 19/08/2012 | 25/06/2012 |
| 20/02/2012 | 4/03/2012 | 9/01/2012 | | 20/08/2012 | 2/09/2012 | 9/07/2012 |
| 5/03/2012 | 18/03/2012 | 23/01/2012 | | 3/09/2012 | 16/09/2012 | 23/07/2012 |
| 19/03/2012 | 1/04/2012 | 6/02/2012 | | 17/09/2012 | 30/09/2012 | 6/08/2012 |
| 2/04/2012 | 15/04/2012 | 20/02/2012 | | 1/10/2012 | 14/10/2012 | 20/08/2012 |
| 16/04/2012 | 29/04/2012 | 5/03/2012 | | 15/10/2012 | 28/10/2012 | 3/09/2012 |
| 30/04/2012 | 13/05/2012 | 19/03/2012 | | 29/10/2012 | 11/11/2012 | 17/09/2012 |
| 14/05/2012 | 27/05/2012 | 2/04/2012 | | 12/11/2012 | 25/11/2012 | 1/10/2012 |
| 28/05/2012 | 10/06/2012 | 16/04/2012 | | 26/11/2012 | 9/12/2012 | 15/10/2012 |
| 11/06/2012 | 24/06/2012 | 30/04/2012 | | 10/12/2012 | 23/12/2012 | 29/10/2012 |
| 25/06/2012 | 8/07/2012 | 14/05/2012 | | 24/12/2012 | 6/01/2013 | 12/11/2012 |

Prices

This publication is full colour only.

Cost per Fly Buys point offered \$0.30

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