



Press Release

Wellcome Gives Shoppers FREE Reusable and Foldable Bags to Encourage Daily Use

(19 February 2009, Hong Kong) To encourage customers to switch from consuming plastic bags to bringing their own, and also to echo the ‘Every Day No Plastic Bag Day’ campaign which will be launched by the Hong Kong Retail Management Association (HKRMA) on 3 March 2009, Wellcome has organised a series of campaigns to strengthen environmental protection efforts. One of which is their new campaign of **giving away free reusable shopping bags to Wellcome customers** starting from 20 February 2009 to further support a bring your own bag (BYOB) habit and turn it into a daily one.

Ms. Diane Chiu, Marketing Director of Wellcome said, “Wellcome has been putting the 3R environmental concept – reduce, reuse and recycle – into practice from back-offices to frontier stores since 1996. We believe that Wellcome’s continual and intensifying efforts in promoting environmental protection over the past years (refer to Table 1), together with the free EP bag giveaway campaign and progressively making the weekly ‘No Plastic Bag Day’ to a daily event, has encouraged customers to switch from using plastic bags to bringing their own. Ultimately, we hope to encourage people to reduce, reuse and recycle plastic bags through education, and to live green together.”

Table 1: Wellcome’s plastic bag reduction milestones (*Relevant photos on P.2*)

Launch Year	Plastic Bag Reduction Initiatives
	<p><u>Reduce</u></p> <ul style="list-style-type: none"> - Achievement: Plastic bag usage at Wellcome dropped by 100 million bags in 2006 and 2007. Wellcome’s ‘No Plastic Bag Day’ on every Tuesday raised HK\$750,000 in two years’ time and was donated to the Environmental Campaign Committee to promote environmental protection and education in Hong Kong.
1996	<ul style="list-style-type: none"> - Used incentives to encourage customers to bring their own bags in the first stage. Launched a 1-cent plastic bag refund programme in which Wellcome customers who spent HK\$25 and declined a plastic bag were given HK\$0.1 as rebate.
2006	<ul style="list-style-type: none"> - Was the first retailer to sign the ‘Voluntary Agreement on Plastic Bag Reduction’ with the Environmental Protection Department and the first retailer to participate in the monthly ‘No Plastic Bag Day’ programme to encourage customers to reduce plastic bag usage. Committed to reducing 15% of plastic bag usage from the same period in 2005. - Check-out staff started wearing ‘Say: NO Plastic Bag’ aprons to strengthen the education and promotion of plastic bag reduction on a store level.
2007	<ul style="list-style-type: none"> - Implemented ‘No Plastic Bag Day’ every Tuesday where every customer requesting a plastic bag was encouraged to voluntarily donate HK\$0.5 to further reduce plastic bag usage.
2008	<ul style="list-style-type: none"> - Posted the slogan, ‘Love Hong Kong, Use Less Plastic Bags’, at the entrance of over 250 prominently-located stores to promote environmental awareness by utilising various promotional channels to reach customers.
2009	<ul style="list-style-type: none"> - Will join hands with 17 other major retailers to participate in ‘Everyday No Plastic Bag Day’, launched by HKRMA, to enhance customers’ habit of bringing their own bags everyday, and to further strengthen the impact on plastic bag reduction.

	<p><u>Reuse and Recycle</u></p> <p>Achievement: From March 2008, Wellcome gave away over 75,000 cotton bags which encouraged customers to develop a habit of bringing their own bags.</p>
Since 2005	<ul style="list-style-type: none"> - Introduced various types of reusable shopping bags, such as a student version and a designer one. Attractive designs attracted customers to reuse their bags. - Renewed plastic bag designs with the message, 'Show your love for Hong Kong. Please reuse.' printed on the bags to remind customers who request for plastic bags the importance of reusing them.
2008	<ul style="list-style-type: none"> - Jointly launched the 'Little Green Ambassador Scheme' with the Environmental Campaign Committee (ECC) Education Group and Dairy Farm's retailers including Mannings, IKEA and 7-Eleven. With 1,300 retail outlets and 1,000 kindergartens as the key promotional platform, and with close to 30,000 students and their parents participating, the Scheme helped to enhance the younger generation's awareness of environmental protection. - Launched cotton bag redemption programme to encourage customers to switch from plastic bags to their own reusable shopping bags.
2009	<ul style="list-style-type: none"> - Give away free foldable shopping bags to encourage customers to pick up a BYOB habit and turn it into a daily one.

Buy designated products to get a free foldable shopping bag

From 20 February to 19 March 2009, customers who buy one or more of each week's designated products can get a free foldable shopping bag (Original price: HK\$5.9; see Photo 1).



Photos	Photo Captions
	Wellcome sees their stores as the most direct channel to promote green messages. Therefore, messages to promote plastic bag reduction can be found at store entrances and check-out staffs' aprons. Even customers who request plastic bag(s) are reminded by the message on the bags to reuse them.
	Supermarket customers enthusiastically support "No Plastic Bag Day" and get used to bringing their own bags. Wellcome believes that customers will continue supporting the new "Everyday No Plastic Bag Day", which will be launched on 3 March 2009.
	Wellcome gives customers foldable shopping bags to encourage customers to bring their own bags everyday, and to echo the "Everyday No Plastic Bag" campaign which will be launched on 3 March 2009 (Refer to in-store poster for details and terms).

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About Wellcome

Founded in 1945, Wellcome is Hong Kong's largest and longest-established supermarket chain. Since 1964, the company has been wholly owned by Dairy Farm. With a staff of around 5,000, Wellcome's network of 250 stores in Hong Kong serves more than 14 million customers every month. Wellcome is committed to maintaining its market-leading position by providing one-stop shopping convenience to customers and consistently delivering value for money through friendly services. Wellcome will continue to improve shopping experience, provide more value-for-money products and better service customers. Please visit <http://www.dairyfarmgroup.com> or <http://www.wellcome.com.hk> for more details about Wellcome.

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