



For Immediate Release

## Wellcome Doubles Chinese New Year Happiness with More Exclusive Offers

(29 January 2010, Hong Kong) Chinese New Year is just around the corner. Wellcome launches new merchandise and exclusive shopping treats\*, enabling customers to save more and gain more!

- **<New>** A new wave of exclusive “Receipt Coupons” are on offer. Customers making any purchase of HK\$80 or above will be rewarded two “Receipt Coupons”:
  - ✓ Jumpin Gym – exclusively receive 25 extra tokens worth HK\$50 for purchasing 25 tokens at HK\$50;
  - ✓ Dr. Kong – save HK\$50 upon purchase of HK\$500
- **<New>** Every Friday, customers can earn 20 times cash dollars for every single net spending of HK\$400 or above with the Hang Seng Credit Card;
- **<New>** Electronic bathroom scale worth HK\$99 will be rewarded for any purchase of Bird’s Nest and Essence of Chicken at HK\$250 or above.
- **<New>** Extra 5% off on any purchase of HK\$100 or more on full range of rice; a mini electronic cooker will be rewarded for any purchase of rice with an addition of just HK\$59.9 (0.6 litre, regular price at HK\$199);
- **<New>** Extra 5% off on any purchase of HK\$30 or more on full range of sauces.

\* Please refer to “Wellcome Chinese New Year Merchandise and Promotion Offers” fact sheet for more details of the promotions.

Wellcome brings more auspicious quality products for the season (please refer to the attached “**Wellcome Chinese New Year Merchandise and Promotion Offers**” fact sheet for more information). Customers can purchase their favourite value-for-money goods, along with extra treats of free gifts and discount offers.

### **Tip 1: A Sumptuous Lunar New Year, Embracing Chinese Traditions**

Wellcome stocks up its stores with a bountiful of auspicious food items and products for this season’s feasts.

1. **<New>** Wellcome offers mouth-watering **Yu Pin King Coconut New Year Pudding, Water Chestnut Pudding, Chinese Sausage and Radish Pudding and Chinese Sausage and Taro Pudding**, exclusive to Wellcome customers. Pudding in Chinese means progress and advanced developments;
2. **<New>** **Yu Pin King Soy Sauce Chicken and Baked Salty Chicken** are exclusively sold at Wellcome for the season’s feasts;

3. **<New> First Choice Jumbo Tiger Prawn** represents a bounty of happiness in the year of the Tiger, exclusively available in Wellcome.
4. **<New>** Imported from Canada and processed in Hong Kong, the **pig knuckle** is indispensable in Chinese New Year, representing winnings and wealth.
5. Eighteen brands of canned **abalone** have been sourced globally. Abalone symbolizes surplus and prosperity. *(A full set of claypot with bowls will be given away with purchase of two cans or two boxes of abalones or shark fins at Wellcome).*
6. **Top Shells** symbolize a wish for luck. *(A 6.5 inch claypot with lid worth HK\$38 will be given away with purchase of three cans of Yu Pin King South African Top Shell pieces or Top Shell slices in abalone sauce at Wellcome.)*
7. **<Key Item> Hot red briefs** usher in wealth and prosperity for the entire year.
8. **Fujian mandarins** resemble fortunes and treasures.
9. **“Tong yuens”** *(glutinous rice dumplings)* bring together the union of a happy and healthy family.
10. **Puntsois** *(casserole)* inspire a blessing of food in abundance.

### **Tip 2: Lovable Gift Ideas**

Chinese New Year brings together beloved friends and relatives. Endearing gift ideas at Wellcome:

11. **Traditional candies, hampers and gift boxes** – more than 100 brands with 250 choices of boxed candies, traditional candies, crispy egg rolls, gift packs, fruit and other hampers are on offer. 60 of them are exclusive to Wellcome.
12. **Brand new limited edition Paddington Bear coupons** are launched this Chinese New Year following previous overwhelming response of the themed merchandise. The limited edition coupons are available with face values of HK\$20 (launched for the first time) and HK\$50. This makes a charming red pocket selection for children and the young-at-heart.

### **Tip 3: Options Out of the Box**

Wellcome introduces exquisite choices of wine and healthy food choices for wine-lovers and health-conscious customers.

13. **Wine** is an increasingly popular gift selection. It is also an imperative compliment for both eastern and western cuisines. Wellcome sources around the globe for various wine gift sets to delight the occasion.
14. Health-conscious customers will find the **Wellcome-exclusive oats and cranberry cookies and pillow pack nuts** irresistible.

During the Chinese New Year promotion period, Wellcome customers will also get extra benefits upon purchase of designated items. Please refer to the attached “**Wellcome Chinese New Year Merchandise and Promotion Offers**” fact sheet for more details.

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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 a one-stop shopping convenience to customers and consistently delivering a value for money through friendly services. Wellcome will continue to improve their shopping experience, provide more value-for-money products and even better service for their customers. Please visit <http://www.dairyfarmgroup.com> or <http://www.wellcome.com.hk> for more details.

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## Wellcome Chinese New Year Offers

### Wellcome Promotional Offers in The Year of the Tiger (Prices quoted on 29 January 2010)

	Name of Promotional Offer	Details*	Promotional Period
1.	<p>&lt;New&gt; <b>Receipt Coupons</b></p> 	<p>Upon any purchase of HK\$80 or above, customers will be rewarded two special "Receipt Coupons" to enjoy discounts at Jumpin Gym U.S.A, Dr Kong and Toys"R"Us.</p> <p>Promotion between 29 January – 11 February: Jumpin Gym – receive 25 extra tokens (HK\$50) upon purchasing 25 tokens at HK\$50; Dr. Kong – save HK\$50 with any purchase of HK\$500 or above.</p>	From now to 25 February
2.	<p>&lt;New&gt; <b>Hang Seng credit card 20 times cash dollars and Hang Seng enJoy Card 5% discount offer</b></p> 	<p>Every Friday, customers can earn 20 times cash dollars for every single net spending of HK\$400 or above with the Hang Seng Credit Card and register by phone at 2998 6006;</p> <p>Customers using the Hang Seng enJoy Card on the 3<sup>rd</sup>, 13<sup>th</sup> or 23<sup>rd</sup> of the month can enjoy an exclusive 5% discount.</p>	<p>20 times cash dollars - 29 January to 26 February</p> <p>Ongoing</p>
3.	<p>&lt;New&gt; <b>Bird's Nest and Essence of Chicken Special Treats</b></p>	<p>Upon any purchase of Bird's Nest and Essence of Chicken products at HK\$250 or above, customers will be rewarded an electronic bathroom scale worth HK\$99.</p> 	From 29 January to 13 February, while stock lasts.

4.	<New> 5% off on sauces	Upon purchase of HK\$30 or more on a full range of sauces, customers will receive an extra 5% off.	From 29 January to 4 February
5.	<New> 5% off on rice	Upon purchase of HK\$100 or more on a full range of rice, customers will receive an extra 5% off; <b>a mini electronic cooker will be rewarded for any purchase of rice with an addition of just HK\$59.9 (0.6 litre, regular price at HK\$199)</b> 	From 29 January to 4 February, while stock lasts
6.	20% off on wine	Upon purchase of HK\$300 or more on full range of red or white wine, customers will receive an extra 20% off. This offer is not applicable to champagne and sparkling wine.	From now on
7.	HSBC Credit Card Loyalty Spending Rebate: As low as \$38 spending \$1 rebate	Customers using the HSBC credit card at Wellcome can earn HK\$1 spending rebate for as low as HK\$38 spending.	From now to 21 February
8.	Octopus Rewards Programme	Registrants of "Octopus Rewards Programme" will earn "Reward Dollars" with any purchase at Wellcome. For every spending of HK\$200, customers will earn a Reward Dollar of \$1.	Ongoing




\* Please refer to in-store promotion materials for details.





**New Tip on Saving More:**





Purchase red or white wine on February 5 (Friday) for HK\$400 or more, and receive **extra benefits worth HK\$202:**

1. 20% off on wine – **save HK\$80 instantly;**
2. Jumpin Gym offer through "Receipt Coupons" – save **extra HK\$50 (25 tokens);**
3. Dr. Kong offer through "Receipt Coupons"- **save HK\$50;**
4. Octopus Rewards Programme - earn Reward Dollars equivalent to **HK\$2;**
5. 20 times Hang Seng Credit Card cash dollars – **save at least HK\$12.**




**Wellcome's Food and Gift Picks for the Year of the Tiger**





	Product Name	Product Details	Price*	Chinese New Year Promotion	Supply / Promotional Period
1.	<p><b>&lt;New&gt;</b>  <b>Yu Pin King Chinese Sausage and Radish Pudding 1kg</b></p>  <p><b>Yu Pin King Chinese Sausage and Taro Pudding 1kg</b></p>  <p><b>Yu Pin King Water Chestnut Pudding 1kg</b></p>  <p><b>Yu Pin King Coconut New Year Pudding 1kg</b></p>	<p><b>Yu Pin King Chinese Sausage and Radish Pudding</b>            Try the diced version of radish pudding, as an alternative to the traditional sliced versions, for a different fuller texture and richer taste of the fragrant pudding mixed with quality preserved meats and whole shrimps, cooked in a traditional secret recipe.</p> <p><b>Yu Pin King Chinese Sausage and Taro Pudding</b>            Using only taro from Lipu famous for its quality and taste; mixed with classic ingredients such as preserved meats and whole shrimps, cooked together in a traditional secret recipe.</p> <p><b>Yu Pin King Water Chestnut Pudding</b>            The whole chestnuts in this delectable pudding were directly sourced from Guilin to the processing plants that ground the chestnuts while they were still fresh to keep its texture and crunchiness.</p> <p><b>Yu Pin King Coconut New Year Pudding</b>            Mixed with fresh, sweet and favour-filled coconut milk and glutinous rice flour, both from Thailand; soft and</p>	HK\$38.8 per box	Please refer to in-store promotion details.	Available now



		smooth.			
2.	<p><b>&lt;New&gt;</b>  <b>Yu Pin King Soy Sauce Chicken 800g</b></p>  <p><b>Yu Pin King Baked Salty Chicken 800g</b></p> 	Newly launched Yu Pin King Soy Sauce Chicken and Baked Salty Chicken are the best choices for this season's feasts; packed individually in air-tight bags to maintain their freshness, taste and hygiene; ready to serve after re-heat.	HK\$34.9 per chicken (regular price at HK\$38.9)	Please refer to in-store promotion details.	Available now
3.	<p><b>&lt;New&gt;</b>  <b>Golden Pig Brined Pig Knuckle 800g</b></p> 	Well received by customers, the whole pig knuckle is imported from Canada and processed in Hong Kong to ensure good quality and hygiene; the rosy flesh of the wholesome pig knuckle is seen to symbolize wealth and happiness.	HK\$ \$40.9	Please refer to in-store promotion details.	Available from 29 January

4.	<p><b>&lt;New&gt; US Conch Meat</b></p> 	<p>Freshly imported from the US, conch meat is the best ingredient for soups during the Chinese New Year.</p>	<p>HK\$69.9 per catty (regular price HK\$77.9) OR HK\$116.5 per kg (original price HK\$129.9)</p>	<p>Please refer to in-store promotion details.</p>	<p>Available from 29 January</p>
5.	<p><b>&lt;New&gt; First Choice Jumbo Tiger Prawn 300g</b></p> 	<p>Prawn means happiness in Chinese. First Choice selects only quality jumbo tiger prawns with hygiene certificates; rich in protein and low in fat, the juicy tiger prawns are convenient to cook and serve.</p>	<p>HK\$39.9 per pack (original HK\$62.9)</p>	<p>Please refer to in-store promotion details.</p>	<p>Available from 29 January</p>
6.	<p><b>Yu Pin King New Zealand Premium Abalone 425g</b></p> 	<p>Abalones grown wildy and canned in New Zealand - hygienic and reliable. Abalone resembles the shape of ancient Chinese money. It symbolizes surplus and wealth and is referred to as "eatable gold".</p>	<p>HK\$168</p>	<p>A full set of claypot and bowls worth HK\$168 will be given away with purchase of two cans or two boxes of Yu Pin King abalones or shark fins at Wellcome, while stocks last.</p> 	<p>From now until 18 February.</p>
7.	<p><b>Yu Pin King South African Topshell Pieces / Slices in Abalone sauce 425g</b></p>	<p>High quality fresh top shells from South Africa in abalone sauce of a secret recipe; ready to serve or mix with other ingredients. "Top Shells" in Chinese symbolizes a wish for luck.</p>	<p>HK\$29.9</p>	<p>A 6.5 inch claypot with lid, worth HK\$38 will be given away with purchase of three cans of Yu Pin King South African top shell pieces or top shell slices in abalone sauce</p>	<p>From now until 18 February.</p>

				<p>at Wellcome, while stock lasts.</p> 	
<p>8.</p>	<p><b>First Choice Hot Red Brief (two pieces per pack)</b></p> 	<p>Hot red male and female briefs in traditional designs with the Chinese character, "旺", (meaning prosperity) at the top. Red briefs usher in wealth and prosperity for the entire year. Sizes available in medium, large and extra large.</p>	<p>HK\$13.8</p>	<p>Please refer to in-store promotion details.</p>	<p>Available now, while stock lasts.</p>
<p>9.</p>	<p><b>Yu Pin King Black Sesame Tong Yuen 200g</b></p> <p><b>Yu Pin King White Sesame Peanut Tong Yuen 200g</b></p> 	<p>The round "Tong Yuen" dessert symbolizes the union of a happy and healthy family. Made only with quality ingredients, this delicacy is indispensable at the reunion dinners of Chinese New Year's Eve.</p>	<p>HK\$6.9 (regular price HK\$7.9)</p>	<p>Please refer to in-store promotion details.</p>	<p>Available now details.</p>
<p>10.</p>	<p><b>Ningbo Tong Yuen Peanut flavor 24 pieces</b></p>	<p>Having just arrived on the shelves of Wellcome, these thinly layered dumplings filled with tasty flavours are</p>	<p>HK\$16.9 (regular price HK\$19)</p>	<p>Please refer to in-store promotion details.</p>	<p>Available now</p>

	<p><b>Ningbo Tong Yuen White Sesame flavor 24 pieces</b></p> 	<p>freshly handmade locally in Hong Kong.</p>			
<p>11.</p>	<p><b>&lt;New&gt;Fujian mandarin in box and gift pack</b></p> 	<p>In brand new packaging, 12 golden Fujian mandarins are individually wrapped in an auspicious octagon shaped gift box resembling fortune and treasures. Boxes with 84 pieces to 96 pieces” are also available.</p> <p>The mandarins were picked in their maturity during November in the optimal weather and soil of Fujian, keeping the mandarins at supreme quality with a smooth texture, fresh smell, juicy golden pulps and the sweetest of flavours. They were processed to remain freshly transported to Hong Kong where they are ready to serve.</p>	<p>HK\$28.8 per gift box (12 pieces)</p> <p>HK\$95 per box (84 – 96 pieces)</p>	<p>Please refer to in-store promotion details.</p>	<p>Available now.</p>
<p>12.</p>	<p><b>&lt;Limited Edition&gt; Paddington Bear Coupon</b></p> 	<p>Following the overwhelming response of Paddington Bear gifts, Wellcome launches adorable limited edition Chinese New Year themed coupons with face values of HK\$20 and HK50, along with Paddington Bear themed envelopes. The set makes a perfect collectible item and Chinese New Year gift for fans.</p>	<p>HK\$20 or HK\$50</p>	<p>Please refer to in-store promotion details.</p>	<p>Available now, while stock lasts</p>

					
13.	<b>Kjeldsens Oats and Cranberry Cookies 700g</b> 	<p>Made with the brands' exclusive butter, Kjeldsens oats and cranberry cookies are not only rich in fiber but rich in taste. Boxed in a sweet golden gift pack, making it a deliciously endearing gift for the season.</p>	<p>Average HK\$60 per box for purchase of 2 boxes; HK\$62.9 per box (regular price HK\$99)</p>	<p>Exclusive to Wellcome and Dairy Farm Group.  2 boxes are specially priced at HK\$120</p>	<p>Available from 29 January to 4 February</p>
14.	<b>Yu Pin King Butter Egg Rolls 454g</b> 	<p>Butter Egg Rolls of Yu Pin King, Wellcome's exclusive local Chinese food corporate brand, are made fresh with quality ingredients to keep its crispy and tasty flavour. Its good value makes it a smart gift option for Chinese New Year.</p>	<p>HK\$29 per box (regular price HK\$45.9)</p>		<p>Available from 29 January to 4 February</p>
15.	<b>Mouton Cadet from France Gift Set for 80<sup>th</sup> Anniversary</b> 	<p>Celebrating Mouton's 80<sup>th</sup> anniversary, the gift set contains one bottle of 750ml Mouton Cadet Bordeaux Rouge with an addition of 80<sup>th</sup> anniversary special edition red wine (750ml), only available in gift sets. Mouton Cadet Bordeaux Rouge, Baron Philippe De Rothschild is a bestseller at Wellcome, an approved gift choice for wine collectors.</p>	<p>HK\$198</p>	<p>Enter a lucky draw with any purchase of Mouton Cadet wine (750ml):</p> <p>Grand Prize - Limited Edition of Mouton Cadet wine 6 litres, only one bottle available in Hong Kong (1 winner).</p> <p>2nd Prize - Limited Edition of Mouton Cadet wine 3 litres, each with unique numbering (79 winners).</p> <p>20% discount on any purchase of</p>	<p>Available now, while stock lasts.</p> <p>Lucky draw from now until 25 March.</p>

				red and white wine for HK\$300 or above. This offer is not applicable to champagne and sparkling wine.	Available now
16.	<b>&lt;Exclusive&gt; Wyndham Red Wine Twin Set</b> 	Wine lovers' favourite, Wyndham Estate launches twin sets this Chinese New Year. The sets are sold exclusively through Wellcome.	HK\$208 per twin set (original price HK\$109 per bottle)	Wyndham Estate twin set contains one bottle of Wyndham Bin 555 (750ml) and Wyndham Bin 888 (750ml).	Available now, while stock lasts.
17.	<b>&lt;Exclusive&gt; The Arrogant Frog Lovely Red Cabernet-Merlot Limited Edition 2008</b> 	Double the romance by the Arrogant Frog Valentine's Day special twin sets; exclusively designed wine labels for the sets which are only available in Valentine's Day and Chinese New Year.	HK\$118 per twin set (original price HK\$79 per bottle)	The Arrogant Frog twin set contains two bottles of Ribet Red Cabernet Sauvignon-Merlot (each 750ml).	Available now, while stock lasts.

\* The above prices are quoted at Wellcome stores on 29 January 2010. Prices in stores will be final. Please refer to in-store promotional materials for details.

### **Pre-order Gift Items**

	<b>Product Name</b>	<b>Product Details</b>	<b>Price</b>	<b>Chinese New Year Promotion</b>	<b>Supply / Promotional Period</b>
1.	<b>Pre-order</b> Deluxe Japanese Dried Seafood Gift Set	Includes: Kansai dried sea cucumber (210gm; 12-14 pcs); Hokkaido dried scallops (240gm; 32-34 pcs), Hiroshima dried oysters (300gm; 28-30 pcs); Tokushima dried shrimps (300gm)	HK\$1,688	Delivery service not applicable. Please refer to the pre-order form for details.	Last order on 9 February. Orders should be made 5 days prior to the delivery. Last collection date is 13 February.

2.	<b>Pre-order</b> Maxim's CNY Pun Choi (casserole) with Abalones	<b>Pun Choi for 10 persons (with 5 abalones)</b> <b>or</b> <b>Pun Choi for 5 persons (with 2.5 abalones)</b>  Including abalone; fish maw; sea cucumber; dried scallop; dried oyster; salted shrimps; roasted duck; Kwai Fei chicken; fish balls; marinated meat; mushrooms; broccoli; long cabbage; tulip and dried bean curd sheets	HK\$698  HK\$498	Free one bottle of Chile's Agustinos Estate Merlot / Cabernet Sauvignon red wine (750ml), Maxim's preserved sausages of two flavours (regular price HK\$51). Free delivery service available. Please refer to the pre-order form for details.	Last order on 10 February. Orders should be made 5 days prior to the delivery. Last delivery date is 21 February.
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**Images are available on following FTP server:**  
**FTP website: <ftp://omaedcftp001.interpublic.com>**  
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