



For Immediate Release

**Wellcome Reminisces Chinese Customs with Customers
Exclusive Promotions and Chinese New Year Merchandise On Offer**

(18 January 2010, Hong Kong) Chinese New Year has been the most significant Chinese festival for centuries. To live in this joyous occasion and reminisce traditional customs, Wellcome introduces plenty of Chinese New Year merchandise including delectable food items and enticing gift packs. A series of celebratory offers such as “**Receipt Coupons**” and exclusive products have been launched, enabling customers to save more and gain more! To celebrate this auspicious festival, Wellcome has decked the stores with specially designed Chinese papercut “fai chuns” featuring tigers and prosperous Chinese greetings.

In tune with today’s market trends and customer preferences, Wellcome is committed to bringing the best products for the season. Some shopping and gift ideas are listed below (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. 18 brands of canned **abalone** are 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*).
2. **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*.)
3. **<Key Item> Hot red briefs** usher in wealth and prosperity for the entire year.
4. **Fujian mandarins** resemble fortunes and treasures.
5. “**Tong yuens**” (*glutinous rice dumplings*) bring together the union of a happy and healthy family.
6. **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:

7. **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.
8. **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 shoppers.

9. **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.
10. Health-conscious shoppers will find the **Wellcome-exclusive oats and cranberry cookies and pillow pack nuts** irresistible.

“Coming to our 65th anniversary, Wellcome is a home-grown brand in Hong Kong bringing products at good value to customers that fit their needs. In view of the importance of celebrating Chinese New Year with traditional customs, our coming festive promotions have themed around Chinese traditions. All stores have been decked with specially designed “fai chuns” featuring tigers made out of the Chinese papercut art form. A TV feature series hosted by the renowned Ong Yi Hing has been created for the first time and will be broadcasted on outdoor media. The series revisits the customs and traditions of Chinese New Year and heighten customers’ understanding of the festival.” said Diane Chiu, Marketing Director of Wellcome.

Diane added, “This year Wellcome beefs up the line-up of candies and auspicious food items to sweeten the occasion for the New Year. All products are set at the best value and some are only offered to Wellcome customers. Abalones and top shells of Yu Pin King, Wellcome’s exclusive local Chinese food corporate brand, will give away splendid gifts. 60 kinds of fanciful Chinese New Year box sets are also available, only at Wellcome! A huge amount of tourists from Mainland China are expected to flock to Hong Kong during Chinese New Year. Wellcome brings in premier wine sets from around the world to answer their needs. 20 percent discount on wine will be available. “

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

	Name of Promotional Offer	Details*	Promotional Period
1.	“Receipt Coupons”	Any purchase of HK\$80 or above, customers will be rewarded two special offers “Receipt Coupons” to enjoy discounts at Broadway Circuit, EGL Tours, Jumpin Gym U.S.A, Dr Kong Healthy Shoes Shop and Toys“R”Us. Promotion between 15 - 28 January: EGL Tours – save HK\$200 for designated traveling products; Broadway Circuit – save HK\$10 for any purchase of regular-priced tickets.	15 January – 25 February 2010
2.	HSBC Credit Card Loyalty Spending Rebate: As low as \$38 spending = \$1 rebate	Shoppers using HSBC credit card at Wellcome can earn HK\$1 spending rebate for as low as HK\$38 spending.	From now to 21 February 2010
3.	20% off on wine	Purchase of HK\$300 or more on full range of red or white wine receives an extra 20% off. This offer is not applicable to champagne and sparkling wine.	From 15 January 2010
4.	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 Reward \$1.	Ongoing
5.	Hang Seng enJoy Card 5% discount offer	Shoppers using Hang Seng enJoy Card on the 3 rd , 13 th or 23 rd of the month can enjoy an exclusive 5% discount.	Ongoing






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




Tip on Saving More:



Purchase red or white wine on January 23 for HK\$300 or more, and receive **extra benefits worth HK\$283:**




1. 20% off on wine – **save at least HK\$60 instantly;**
2. EGL Tours discount offer through “Receipt Coupon” – **save HK\$200;**
3. Broadway Circuit offer through “Receipt Coupon”- **save HK\$10;**
4. Octopus Rewards Programme - earn Reward Dollars equivalent to **HK\$1;**
5. Hang Seng enJoy Card 5% discount – **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.	Yu Pin King New Zealand Premium Abalone 425g 	<p>Abalones grown wildly 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>	HK\$168	<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> 	From now until 18 February.
2.	Yu Pin King South African Topshell Pieces / Slices in Abalone sauce 425g  	<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>	HK\$29.9	<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 at Wellcome, while stock lasts.</p> 	From now until 18 February.

3.	First Choice Hot Red Brief (two pieces per pack) 	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.	HK\$13.8	Please refer to in-store promotion details.	Available from 18 January
4.	Yu Pin King Black Sesame Tong Yuen 200g Yu Pin King White Sesame Peanut Tong Yuen 200g 	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.	HK\$6.9	Please refer to in-store promotion details.	Effective immediately
5.	Ningbo Tong Yuen Peanut flavor 24 pieces Ningbo Tong Yuen White Sesame flavor 24 pieces 	Having just arrived on the shelves of Wellcome, these thinly layered dumplings filled with tasty flavours are freshly handmade locally in Hong Kong.	HK\$17.9	Please refer to in-store promotion details.	Effective immediately

6.	<p><New>Fujian mandarin in box and gift pack</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>	Price to be confirmed	Please refer to in-store promotion details.	End of January.
7.	<p><Limited Edition> Paddington Bear Coupon</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>	HK\$20 or HK\$50	Please refer to in-store promotion details.	Available from 19 January

8.	Kjeldsens Oats and Cranberry Cookies 700g 	<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>	HK\$62.9	Exclusive to Wellcome and Dairy Farm Group.	Effective immediately
9.	Yu Pin King Butter Egg Rolls 454g 	<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>	HK\$32.9		Effective immediately
10.	Mouton Cadet from France Gift Set for 80th Anniversary 	<p>Celebrating Mouton's 80th anniversary, the gift set contains one bottle of 750ml Mouton Cadet Bordeaux Rouge with an addition of 80th 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>	HK\$238	<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 red and white wine for HK\$300 or above. This offer is not applicable to champagne and sparkling wine.</p>	<p>Available on 22 January, while stock lasts.</p> <p>Lucky draw from now until 25 March 2010.</p> <p>Starting from 15 January</p>

11.	<p><Exclusive> Wyndham Red Wine Twin Set</p> 	<p>Wine lovers' favourite, Wyndham Estate launches twin sets this Chinese New Year. The sets are sold exclusively through Wellcome.</p>	<p>HK\$208 per twin set (original price HK\$109 per bottle)</p>	<p>Wyndham Estate twin set contains one bottle of Wyndham Bin 555 (750ml) and Wyndham Bin 888 (750ml).</p>	<p>Available on 15 January, while stock lasts.</p>
12.	<p><Exclusive> Jacob's Creek Reserve Shiraz Vintage Red Wine Twin Set</p> 	<p>Double the enjoyment of this household name, Jacob's Creek offers twin sets. The sets are available exclusively at Wellcome.</p>	<p>HK\$248 per twin set (original price HK\$129 per bottle)</p>	<p>Jacob's Creek twin set contains two bottles of Reserve Shiraz Vintage Red Wine (each 750ml).</p>	<p>Available on 15 January, while stock lasts.</p>

* The above prices are quoted at Wellcome stores on 18 January 2010. Prices in stores will be final. Please refer to in-store promotional materials for details.

Pre-order Gift Items

	Product Name	Product Details	Price	Chinese New Year Promotion	Supply / Promotional Period
1.	Pre-order 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 2010. Orders should be made 5 days prior to the delivery. Last collection date is 13 February.
2.	Pre-order Maxim's CNY Pun Choi (casserole) with Abalones	Pun Choi for 10 persons (with 5 abalones) or Pun Choi for 5 persons (with 2.5 abalones) 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 2010. Orders should be made 5 days prior to the delivery. Last delivery date is 21 February.

Images are available on following FTP server:
 FTP website: <ftp://omaedcftp001.interpublic.com>
 Login: wswhkwellcome Password: wswhkwellcome

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