

**For Immediate Release**



## **Wellcome's "Top 10 Favourite Brands" Revealed**

### **Classic Brands Clinch Top 10 Titles and Customers Value Quality and Value-for-Money Products**

**(14 October 2009, Hong Kong)** Wellcome earlier announced the results of the 10th Wellcome "Top 10 Favourite Brands" Award Presentation Ceremony and revealed the top supermarket brands Hong Kong people voted for. The majority of this year's "Top 10 Favourite Brands" have been around in Hong Kong for decades and were able to win voters' hearts with their high quality products and reasonably priced, as well as their marketing strategies. As a token of thanks for voters' support, all winning brands will be offering up to 35% discount on their products for two weeks starting from 9 October, 2009.

Celebrating its tenth anniversary, "Top 10 Favourite Brands" this year trumped all others in terms of size and number of participating brands. A total of 94 brands received accolades, including "Top 10 Favourite Brands", "Outstanding Performance within a Category" and "Rising Star". To celebrate the tenth ceremony this year, an "Exemplary Brand" award was given to the brand that won the most "Top 10 Favourite Brands" awards since its inaugural year. (*For the winners' list, please see attached.*)

**Mr. Alex Tay, Chief Executive Officer of Wellcome** said, "We are extremely delighted to have over 300 business partners with us to witness the birth of the awarded brands this year. Over the past decade, Wellcome has received continuous support from business partners, even amidst economic challenges. Together with these valued business partners, Wellcome has been able to bring a variety of high quality retail products to the Hong Kong people, and together raise the bar in the industry. Going forward, we sincerely hope to continue this close collaboration with our business partners and provide a variety of high quality products to everyone in Hong Kong."

**Ms. Diane Chiu, Marketing Director of Wellcome** said, "Wellcome constantly innovates to add new elements to the "Top 10 Favourite Brands" campaign. This year, for the first time ever the InfoKiosk placed at 100 Wellcome branches were made available for public voting. In terms of promotions, this was the first year that Wellcome produced a movie about gold medals, and not only placed it online but also had the movie trailer featured in our commercials. Also a new

feature, an online “Gold Medal Cashier” game was placed on Wellcome’s website this year, and it was linked to the social website, Facebook, in order to increase interaction with the public. Apart from this, Wellcome for the first time produced a “Top 10 Favourite Brands” special TV segment, which was shown in various outdoor multimedia and featured representatives from participating brands urging the public to vote for their brands.”

Wellcome’s “Top 10 Favourite Brands”\* is the first campaign to search for the best supermarket brands through direct public voting. Customers can then see which brands are their favourite simply by casting their vote for their “Top 10 Favourite Brands”. As a result, Wellcome can better understand its customers’ tastes and market trends, and offer more favoured product varieties and more well-priced yet high-quality products to meet customer needs. This year’s “Top 10 Favourite Brands” results show that Hong Kong people remain loyal to brands that are firmly rooted in Hong Kong’s history, and that they favour high quality and reasonably-priced products. It also revealed that by habit, customers tend to purchase brands they trust.” (*\*For more information on the background of Wellcome’s “Top 10 Favourite Brands”, please see attached.*)

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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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