



FOOTY FINALS

ADVERTISING AND PROMOTIONAL UPDATE





Get ready to join the excitement of September's "Footy Finals" action!

You have a winning chance to boost sales and make your customers' game-day gatherings even more special. Families and friends will come together to watch their favourite teams battling it out. By offering a selection of specials that cater to their needs, you can create a welcoming atmosphere in your store and increase your sales.

So, let your store become the go-to destination where fans can find the flavours they crave for unforgettable watch parties. As the final series unfolds, take advantage of the excitement to boost your store's ambience, engage your customers, and drive sales through strategic in-store displays.

We have bumped up the advertising with a full press lift out ready for the preliminary finals, with some specials running across this week and the grand final week. Our catalogues will be bursting with great specials, so jump online and visit the turn-in section to ensure you order up and be ready for the sales to start.

Check out all the great specials covering the period of 20th and 27th September.

	PROM RETAIL		20TH SEPTEMBER CATALOGUE	27TH SEPTEMBER CATALOGUE	LIFT OUT
BAKERY					
Cripps Master Hot Dog/Lunch Rolls 6pk (POT)	\$2.99		x	x	x
National Pies Party Pies/Sausage Rolls 12pk (POT)	\$7.99		x	x	x
Cripps Brioche Slider Buns 8pk	\$4.99				x

BAKING					
Betty Crocker Baking Mixes 400-540g	\$3.49	½ Price		x	x
Betty Crocker Frosting 400g	\$3.49			x	x
Queen Vanilla Essence 50mL	\$4.49			x	x
Queen 4 Colour Food Dye	\$2.99				x
Queen Vanilla Bean Paste 65g	\$8.99				x

BBQ					
Heat Beads BBQ Fuel 4kg	\$11.99			x	x
Multix Alfoil 30cm x 10m excl. Non-Stick	\$1.40	½ Price		x	x
Multix Clingwrap 33cm x 60m	\$1.85	½ Price		x	
Multix Alfoil Medium Roast Tray with Handles	\$3.99			x	
Black & Gold Foil Trays 6pk	\$2.50				x

CHILLED					
Zoosh Dip 185g	\$2.49		x	x	x
Bega Tasty Cheese Block 1kg	\$9.99			x	
Philadelphia Pourover 250g	\$2.25	½ Price	x		
Ashgrove Cheese 140g Excluding Fetta (POT)	\$4.99		x		x
Unicorn Brie/Camembert Cheese 125g	\$3.99			x	



	PROM RETAIL		20TH SEPTEMBER CATALOGUE	27TH SEPTEMBER CATALOGUE	LIFT OUT
COMMUNITY CO					
Community Co Wooden Cutlery 12pk	\$1.90				x
Community Co Pasta 500g	\$1.89				x
!Community Co Canola Oil 750mL	\$4.99				x
!Community Co Coconut Water 1L	\$3.79				x
!Community Co Cordial Syrup 1L	\$3.69				x
!Community Co Gluten Free Biscuits 120/180g	\$4.50				x
!Community Co Mustard 190g	\$2.99				x
!Community Co Sauce 500mL	\$2.30				x
Community Co Entertainment Snack Pack 1kg	\$10.29				x
Community Co Frozen Beef Burgers 640g	\$11.99				x
!Community Co Vegetable Oil 750mL	\$4.99				x
Community Co Double Brie Cheese 125g	\$5.00				x

DRINKS					
Schweppes/Pepsi Cans 10 x 375mL	\$7.99	½ Price	x		
Powerade Sports Drink 600mL	\$1.99	½ Price	x		
Lipton Ice Tea 1.5L	\$2.49	½ Price	x		
Pepsi/Solo/Sunkist/Lemonade Canned Soft Drinks 24 x 375mL	\$15.90	½ Price		x	
Coca-Cola/Fanta/Sprite Soft Drink 1.25L	\$1.80			x	
Gatorade Sports Drink 600mL	\$2.10	½ Price		x	
Hartz Soft Drink/Mixer 1.25L (POT)	\$1.79				x

FROZEN					
Patties Mini Combos 1kg/Party Pack 1.25kg	\$8.69	½ Price		x	
Four 'n Twenty Angus Beef/Meat Free Pies 4pk	\$6.49			x	
McCain Beer Batter Wedges/Chips 750g	\$2.99		x		
Peters Drumsticks 24pk	\$19.99		x		
!Four 'n Twenty Traditional Pies 4pk	\$6.49		x		
Chans Yum Cha at Home 8/12pk	\$5.99				x
Global Seafoods Frozen Cooked & Peeled Prawns 300g	\$9.99			x	
Global Seafoods Frozen Prawn Ring 255g	\$10.99		x		

GROCERY					
Sanitarium Weet-Bix Bites 500/510g	\$3.75		x	x	x
Fountain Squeezy Tomato/BBQ Sauce 500mL excl Reduced Sugar	\$1.70	½ Price	x		
MasterFoods Squeezy Tomato/BBQ Sauce 475/500mL	\$1.99	½ Price		x	
Blue Banner Pickled Onions 525g excl. No Added Sugar (POT)	\$5.99			x	x
!Sanitarium So Good Almond Milk 1L	\$1.49	½ Price	x		x
Golden Circle Unsweetened Pineapple 425g	\$1.99		x		x
Always Fresh Pitted Kalamata Olives 220g	\$2.99	½ Price	x		
Always Fresh Sundried Tomato Strips 220g	\$2.70	½ Price	x		
Always Fresh Bread & Butter Cucumbers 700g	\$2.30	½ Price	x		
Red Kellys Salad Dressing 250mL (excl Balsamic)	\$3.75			x	
Praise Squeeze Mayonnaise 365/410g	\$2.99			x	
Edgell Sliced Beetroot 425g	\$2.15			x	
MasterFoods Tartare/Seafood Cocktail Sauce 220/260g	\$2.75			x	

	PROM RETAIL		20TH SEPTEMBER CATALOGUE	27TH SEPTEMBER CATALOGUE	LIFT OUT
SIMPLY TASTY					
Simply Tasty Salads 800g	\$6.99			x	x
SNACKS					
CC's Corn Chips 110/175g	\$2.40	½ Price	x		
Captain's Table Water Crackers 125g	\$1.00		x		
Popcorners 85g	\$2.40	½ Price	x		
Skittles Confectionery 160-200g	\$2.75	½ Price	x		
Smith's Potato Chips/Doritos Corn Chips 130-175g	\$2.40	½ Price		x	
The Natural Confectionery Company Bags 180-230g	\$1.99	½ Price		x	
Nabisco In A Biskit 160g	\$1.75	½ Price		x	
M&M's/Maltesers/Pods 130-180g	\$2.85	½ Price		x	
Red Rock Deli Gourmet Crackers 130g/Deli Crackers 135g	\$2.60	½ Price		x	
Arnett's Flatbread Snacks 130g	\$2.25	½ Price		x	
Harvest Snaps 120g	\$2.49	½ Price			x

Simply Tasty Salads are available to order through Island Fresh at orders@islandfresh.com.au or ph: 03 6341 1900 or via your Island Fresh Myfoodlink account.



There will be a Footy Finals lift out that will be inserted into the Examiner, Advocate, Mercury and Tasmanian Herald Suns on Wednesday the 20th September, covering promotions 20/9/23 and 27/9/23. Packs of lift outs will be sent to stores. If you do not wish to receive this, please advise advertising@igatas.com.au.

TV, Press, Digital & POS will be Footy Finals themed in this period, and there will also be a Footy Finals themed Press Page in all 3 Newspapers on the 29th of September.

	6/09/23 Promo 36	13/09/23 Promo 37	20/09/23 Promo 38	27/09/23 Promo 39
Promo 38 Turn Ins Due	✓	–	–	–
Promo 39 Turn Ins Due	–	✓	–	–
TV & Newspaper	–	–	✓	✓
Newspaper Liftout (2 Week Duration)	–	–	✓	Specials Continue
Digital & Social Media	–	–	✓	✓
Weekly P&P POS	–	–	✓	✓

FOOTY FINALS



1/2 PRICE

\$1.99 ea
SAVE \$2.16

Masterfoods Squeezy Tomato/ BBQ Sauce 475/500mL

Entertaining MADE EASY WITH **IGA**

ON SALE WEDNESDAY 27 SEPTEMBER 2023 UNTIL TUESDAY 3 OCTOBER 2023.

FOOTY FINALS



1/2 PRICE

\$2.40 ea
SAVE \$2.40

Potato Chips / Doritos Corn 170-175g

Entertaining MADE EASY WITH **IGA**

WEDNESDAY 27 SEPTEMBER 2023 UNTIL TUESDAY 3 OCTOBER 2023.

**EXAMPLE POINT OF SALE -
PROMOS 38 & 39**