

THE BIG GIVEAWAY

AT **IGA** TASMANIA



IGA Growth Segment (excludes Cigs)	SIW Sales Growth (%)	SIW Volume Growth (%)
Total All Suppliers ex SIW (July 2019)	8.77%	7.98%
Total Participating Brands	14.06%	15.36%
Total Promotional	13.14%	10.77%

What a great result for the month of July.
 This year's "The Big Giveaway" promotion was the best one yet with the highest number of entries (23,000), highest overall growth rate for both total DC sales and from our partner brands as well.

Did your store make the most of this great event?

The Top Ten!

Entries per Store

1	Oatlands IGA Everyday (Roxy)	1,695
2	Norwood IGA Everyday (Launceston)	1,532
3	St Helens Supa IGA	1,438
4	Prospect Supa IGA (Baxters)	1,251
5	Triabunna Spring Bay IGA	1,233
6	Spreyton IGA	836
7	Queenstown IGA Everyday (Evans)	683
8	St Helens IGA Everyday (Hilly's)	656
9	Ulverstone IGA Railway	647
10	Lindisfarne IGA X-press	626

Total Entries 23,684
No. of Stores 82
Average No. of entries per store 288.83

Entries per Brand

1	Arnott's	4,273
2	Cadbury	3,670
3	Cripps	1,890
4	Nestle	1,138
5	Coca Cola	934
6	Ashgrove	750
7	Sorbent	662
8	Allens	660
9	Peters	636
10	Smith's	629

Total Entries 23,684
No. of Brands 60
Average No. of entries per brand 395

Great feedback from customers!

Dear IGA Competition Organisers,

I would sincerely like to thank the IGA Supermarkets for conducting the Great Giveaway competition. Although I didn't win the car, I received a wonderful 2-night accommodation and food package at Cradle Mountain.

I have shopped at the Norwood store since it was first opened by David Baxter, and prior to that his Prospect store. I love the family atmosphere, the specials and the ease of parking and accessibility. I don't need an inducement to have IGA as my number one supermarket and even though I may pay a little more for some lines, the advantages far outweigh the disadvantages.

Please thank everyone involved in this wonderful competition.

Kind regards,

John

Woo hoo! Thanks so much!! I'm very excited!

Hayley

(Gift Card Winner)

Thank you SO much. Excited !!!!

Warm regards
Rowena

(Gift Card Winner)

Thanks so much, that is great news!
Thanks again!

Elaine

(Gift Card Winner)

Hi,
This was such a lovely surprise e-mail notifying me of a prize in this competition.

Thanking you & look forward to my prize.

Kind regards
Madonna

(Gift Card Winner)