

# IGA Flyer/Dealsheet Schedule 2020

**17 Feb:**

Spring Flowering Bulbs Deal sheet (S15BU Stand Option) – Sent out, valid to end of April 2020

**28 Feb:**

Sweet pea Promotional Counter Unit & Stand Deal - sent out, valid to 22/3/2020

**17 March: - valid to 5/4/2020**

Indoor Gardening Deal – Kitchen Seed Sprouter & Sprouts

**11 May:**

Darlac Narrow Stand & 3-5 Line Bundle Offer

**25 May:**

Boutique Garden Kitchen Herb Planter Deal

**15 June:**

Grass Head Kit Deal (Buy X Displays get X % - use EOL displays)

**1 July:**

Sprouts & Microgreens Deal

**27 July:**

S15H MRF Packet Seed Stand

- Blue = Ben & Claire
- Red = Marketing
- All flyers to be developed & targeted as 'Metcash Chargethrough Deals' with the below logos included on the flyers
- Dedicated 3 week window closing times to create a sense of urgency
- Deals to be developed in conjunction with marketing & approved by all relevant parties as per deal sheet process

