

7-Eleven launches \$1 coffee

7-Eleven is extending a great value offer to customers throughout all stores with the introduction of \$1 coffee.

From 1 June, 7-Eleven is offering customers a great value, regular sized coffee for just \$1. This great value coffee will be available in all 7-Eleven stores every day, every day.

The secret that living in Australia is becoming increasingly expensive. So 7-Eleven is the first to go when people are pinching their wallets. But it doesn't do it that way. With 7-Eleven's \$1 coffee, anyone can enjoy their coffee as they like," CEO of 7-Eleven Stores Warren Wilmot said.



For further information visit <http://www.7eleven.com.au>

Sign online with Sign A Rama

Sign A Rama is able to design and order signs from the convenience of your office 24 hours a day.

Through the launch of www.shopsignarama.com.au, you can do just that. In a few minutes you can create a sign from scratch, choose from one of the thousands of templates available. Options include banners, signs, posters, advertising and displays. The finished sign can be picked up from the nearest Sign A Rama store, or delivered direct to you.

The website helps you upload your logo, choose preferred colours and fonts - and the website will talk you through the rest. Sign A Rama assistance at any point, the website directs you to the nearest Sign A Rama store for online or telephone orders.



"This is the world's largest signage franchise with almost 90 stores in Australia and 900 internationally and the first to offer online sign design, backed up by a network of local sign shops," Sign A Rama said.

For further information visit: www.shopsignarama.com.au

Carman's display continued from page 26...

Carman's is across the market, which it says is increasingly relevant given the price increase. In the RYO category, Carman's Champion Ruby continues to perform very well as does its Tally-Hoppers, filters, tubes and rolling

machines, which boasts the hugely popular Bali cigar, is very excited about its new Salsa small cigars, which are available in original, Black Sherry, and Vanilla. The company has also just launched its own all your own tobacco, which is available in Virginia Red, Halfshare Blue and more. Its special tobacco rolling mats and promotional strategy it is using to increase the sales of Bali Shag in the trade. Carman's is excited that it is in the

notice a bold new shield and a metallic finish, but the cigarette itself will remain unchanged.

The company says it has a broad portfolio of products that caters for various consumer tastes and preferences. It points to choice as an example of a product that is tailored for the value conscious consumer and Marlboro Gold Advance as one that appeals to the more stylish smoker typically seeking 'cutting edge pack design', and a 'smooth smoking experience'.

Life then in the tobacco category goes on despite the wide battles that surround current and possible future restrictions on its sale and display. All the convenience and impulse outlet operator can do in the meantime is work within the applicable rules and restrictions to maximise the sales from this most important

Kooler Ice brings together the latest in ice vending technology that delivers dry cubed ice - instantly and on-demand - to your customers at a fraction of the cost of pre-packaged product.

The Kooler Ice machine is an integrated ice manufacturing, storage and vending unit in an all-weather design which is ideal as a kiosk in convenience stores, forecourts, customer parking areas and car washes.

"What you get when you remove most of the overhead cost base associated with ice production, add the convenience of 24-7 operation and give your customers exceptional value at a fraction of the cost is Kooler Ice," said Kooler Ice distributor CEO, Peter Hollingsworth.

"Despite its small footprint, the Kooler Ice unit can deliver 1,400 kg or more of bagged product per day in bargain-priced bags of 7 kilo capacity. The 7 Kilo bag represents an excellent value proposition for the customer. When required,



additional ice making capacity can be added," Mr Hollingsworth said.

The machine makes long lasting cubed ice - instantly and on demand - without wasting energy and money on expensive refrigerated ice storage units!

For more information call 24-7 Ice on 1800 247 ICE (1800 247 423).

Hot topic in retail space

'In-store Fragrancing' - also known as Experiential Marketing - targets consumers' sense of smell by creating an environment that is remembered long after the shopping experience.

In-Store Fragrancing specialist, Jeff Carter of Ecomist Australia, says retailers too often spend their marketing budgets on advertising mediums that rely only on sight, sound and touch. "The most acute sense of all, however, smell, is rarely even considered," he says.

"Type the words 'In-Store Fragrancing' into any search engine and you will find thousands of links to research dedicated to the topic and its effectiveness. University studies have shown that customers will browse for longer and will return to your business, their perceptions



of quality and service are heightened; staff are more productive; and the brand image is enhanced."

How it works: Automatic fragrance dispensers are placed unobtrusively within the store... so consumers feel more at ease, are more receptive and ultimately have higher regard for your brand's image.

For more information visit www.ecomist.com.au

Carman's launches new muesli biscuits

Carman's has launched new 10 pack Muesli Biscuits in two variants - Classic Fruit & Nut and Apricot & Almond.

Available in a convenient 40g size and attractive display box, and with a GI rating of 42 for Classic Fruit & Nut and 46 for Apricot & Almond, they are ideal for diabetics and health conscious customers, according to Carman's.

"These delicious biscuits are a testament to our commitment to producing healthy wholesome gourmet food, made with high quality, great tasting Australian ingredients."

For order information, contact Kerry Saunders on (03) 9553 5532 or visit

