

# SHELF TALK

Asian Trader's at-a-glance guide to the latest product news



## Tackling cigarette ends

Budgens and Londis are helping to tackle the UK's biggest litter problem, discarded cigarette butts, by providing consumers with a personal ashtray, ButtsOut.

ButtsOut is a new box for cigarette ends that fits in the hand and in the pocket for use outside when an ashtray is not to hand.

When a lit cigarette is placed inside, it's immediately extinguished and when full, the container is easy to empty and clean, ready for use again.

ButtsOut is now available from Budgens and Londis stores at an rrp of 99p.



click it, don't flick it! **ButtsOut**

## Phileas Fogg returns



Phileas Fogg cereal returns to shelves after a year's absence.

Manufactured in the UK, the cereal is a complete packaging offering.

Refreshed packaging will support the new product range of cereals, including the new Phileas and Co.

The new packaging will emphasize the brand's commitment to responsible and ethical sourcing.

## Trader wins £18,000 in Silk Cut Squares comp

Trader Food Group has won the top prize of £18,000 in the Silk Cut Squares competition.

Silk Cut Squares was a brand which focused on a range of products across the UK, giving retailers who purchased on credit of £18,000 to use for other products when needed.

A total of £18,000 in prizes was available, including four £5,000 prizes and 100 £100 prizes, together with 200 £50 prizes in the Grand Final.



A further £10,000 prize was also on offer through different categories, each winner also got £10,000 to use on credit.

The competition was open to all retailers who are members of the UK Retailers' Association. The competition was open to all UK retailers who are members of the UK Retailers' Association. The competition was open to all UK retailers who are members of the UK Retailers' Association.

## Lipton fruit tea range

Lipton has introduced a new range of fruit teas to its portfolio.

The new range includes a range of fruit teas, including blackberry, raspberry and strawberry.

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A new marketing package will support the new range.



## Carling Cup sponsorship extended

Carling Breweries and the Football League have agreed a three-year sponsorship extension for the Carling Cup.

The new agreement, the longest in the competition's history, will see the beer brand continue to back the cup until 2015.

Mark Cook, director of marketing for Carling, said: "This is a great news - we are really proud to extend our association with the Carling Cup and to be part of the competition which has continued to go from strength to strength over the past few years, consistently going to the top of the league table."

"The sponsorship represents a significant investment in the brand - our commitment to supporting the football, the cup and the players who are making it all happen."

## Price marked energy can



Boost Energy has launched a new price marked energy can.

The new price marked can is available through retailers.

Boost Energy, a leading energy drink brand, said: "The new price marked can is available through retailers and is a great way for consumers to get the most out of their energy drink."

"The feedback that we have received from consumers is that they are looking for a more affordable energy drink that still provides the benefits of a high quality energy drink."