



Four Win One Million Super J IGA Points

‘Unbelievable.’ ‘You must be kidding.’ ‘What a great gift for 2010!’ These were just some of the reactions of the four top winners of the Super J 2009 Christmas promotion, when they were called and told about their good fortune. That reaction was soon followed by delight, screaming and pure joy at having one million points added to their Super J Loyalty cards.

Benjamin Bornadine of La Guerre Babonneau, Zephyrina Gravillis of Micoud, Peter Asson of Mon Du Don and John Isembert of Ravine Chabot, received the call on Monday January 11, immediately following the big draw which was verified by Price Waterhouse Coopers. To their sheer delight, the presentation of prizes followed not too long after – Wednesday January 13. The presentation was held inside Sunny Acres Supermarket in the presence of staff and customers, where the four winners got to witness their one million points being loaded on screen at the cash register. One million Super J Loyalty points is equivalent to \$10,000 worth of groceries, which the winners can redeem for groceries at their convenience at their Super J Homestore. The four also each received a Blackberry Storm from LIME as part of their prize.



The Merry Million promotion was launched on November 1, 2009. Thousands of Super J and Ti J’s customers (Eroline Foods and Ultra Mart shoppers) qualified for the draw with every EC \$100 dollars spent. As a build-up to the big merry million prize, each Super J IGA store and the Ti J franchises held weekly draws, through which customers were able to win a variety of small prizes including hampers, vouchers and credit from LIME.

Super J and its franchisees are now well known for seasonal and brand promotions which are designed to give back to loyal customers. Sancha Raggie James, Marketing Manager of Super J IGA Supermarkets says the company is always looking for new ways of making the promotions more attractive and exciting and the response to the 2009 promotion says the company is on the right track. In thanking LIME for its partnership she hinted that 2010 will be memorable one for Super J and Ti J’s customers as there are big plans on the marketing calendar this year.

Launched earlier this year the Super J Loyalty card is one the many incentives and rewards the company offers customers for their patronage. By using the card customers accumulate points on purchases starting at one dollar. These points can now be redeemed for groceries

at the cash register or for Super J vouchers which can also be used at Mega J. Unlike some other loyalty programmes Super J Loyalty points that do not automatically expire after one year.

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