

AND THE WINNER IS...



Tropic's CALTEX PIMLICO MOTORS

The guys from Tropic's Caltex Pimlico Motors have won an all-expenses-paid trip for two to Hamilton Island to attend the 2010 UCB Conference.



Pictured left to right is Pryce (Rep), David (Retail Operations Manager), Kelly (Site Manager), Jamie (Retail)



Caltex Pimlico had huge Streets ice cream sales growth of 51% vs. the prior period (sales of \$2965 for June + July 2010 vs. \$1964 prior period).

Since this site, as part of Tropic Group, was previously exclusive Nestlé, they only started selling Streets in Nov 2009, so their ice cream sales were measure on prior period.

Initiatives undertaken by Caltex Pimlico to drive Streets growth in their group to win the Streets UCB retailer incentive:

- ✓ Tropic Campaign (driven by site & supported by Streets - every purchase of Streets gets a scratchie for a chance to win a V8 corporate box experience).
- ✓ Streets Visimax (exclusive to Streets) in fast lane to drive incremental impulse purchases of ice cream.
- ✓ VT200 freezer to support this fast lane Visimax, by carrying full range of top selling ice creams.
- ✓ VT200 is 60% Streets and 40% Nestlé.
- ✓ Extra visibility in store for unique Streets theme park promo in July.