

ON SALE



WEEKLY

PROMOTIONS

TOOWOOMBA

SPECIAL OFFERS

PROMOTIONS & DEALS





August Route Promotions

BUY 4 CASES AND RECEIVE
25% OFF

V ENERGY 500mL

CAN YOU **feel** IT



BUY NPD PLUS 3 OTHER
CASES AND RECEIVE
25% OFF



25% OFF
SINGLE CASE PRICE

BOSS 237mL



BUY 4 CASES
AND RECEIVE
25% OFF

MAXIMUS 1L



AUGUST 355ML OFFER

**BUY 2 OR MORE CASES
OF ANY 355ML VARIANTS**

AND RECEIVE ▶ \$13 OFF
PER PURCHASE

**ACCELERATE YOUR CATEGORY GROWTH WITH
AUSTRALIA'S NO.1 ENERGY DRINK BRAND**

^SOURCE: IRI AU GROCERY CONVENIENCE SCAN, DOLLARS SHARE OF TOTAL ENERGY DRINK, MAT TO 05/06/22.



NON BANNED ROUTE DEAL OFFER VALID WHEN YOU PURCHASE ANY 2 OR MORE CASES OF RED BULL 355ML. MAXIMUM OF 16 DEALS / 32 CASES PER CUSTOMER. PROMOTION AVAILABLE FROM 1ST AUGUST 2022 - 31ST AUGUST 2022. MUST EXECUTE ANY 2 FOR \$7.50 ON RED BULL 355ML VARIANTS. OFFER INCLUDES RED BULL ENERGY DRINKS 355ML, RED BULL SUGARFREE 355ML AND RED BULL ZERO 355ML.

SUMMER EDITION PRE-SELL OFFER

**PURCHASE THE SUMMER
EDITION 12 X 250ML**

**AND
RECEIVE \$6.45 OFF**

RED BULL SUMMER EDITION (APRICOT STRAWBERRY)

**NEW FLAVOURS PLAY A DUAL
ROLE IN ENGAGING BOTH NEW &
EXISTING ENERGY DRINK CONSUMERS
BY OVERCOMING THE BARRIER OF
TASTE & PROMOTING REPERTOIRE**

**FLAVOURS ARE GROWING OVER 3
TIMES FASTER THAN THE CATEGORY**

**FLAVOURS CONTRIBUTE
APPROXIMATELY A THIRD OF
ENERGY DRINK SALES**

**2 IN 5 CONSUMERS ARE NEW TO
ENERGY DRINKS THROUGH FLAVOURS**

Source information: 1. Red Bull T&A Study Q1 2021 2. IRI AU Grocery Convenience Scan Data, Energy Drinks Dollars, MAT 05/06/22 3. Convenience Shopper Panel Data, Red Bull Ruby Edition, 6months to 19/06/22



NON BANNERED TRADE/ROUTE CUSTOMER DEAL ONLY. OFFER VALID WHEN YOU PURCHASE THE SUMMER EDITION 12 X 250ML. MAXIMUM OF 30 CASES PER CUSTOMER. PROMOTION AVAILABLE 25TH JULY 2022 - 31ST JULY 2022. MUST EXECUTE ANY 2 FOR \$5.50 ON REDBULL 250ML SINGLE CANS.

WINGS TO MAKE YOUR SALES FLY.

BUY 3 OR MORE CASES

OF ANY 250ML VARIANTS

AND RECEIVE \$8.45 OFF

PER CASE OF RED BULL RUBY EDITION

NEW FLAVOURS PLAY A DUAL ROLE IN ENGAGING BOTH NEW & EXISTING ENERGY DRINK CONSUMERS BY OVERCOMING THE BARRIER OF TASTE & PROMOTING REPERTOIRE

FLAVOURS ARE GROWING OVER 2 TIMES FASTER THAN NON-FLAVOURED ENERGY DRINKS

FLAVOURS CONTRIBUTE OVER A THIRD OF TOTAL ENERGY DRINK DOLLAR GROWTH

1 IN 5 CONSUMERS ARE NEW TO ENERGY DRINKS THROUGH FLAVOURS

Source information: 1. Red Bull T&A Study Q1 2021 2. IRI AU Grocery & Convenience Scan Data, Energy Drink Unit Growth, MAT to 28/02/21 3. Retail Shopper Panel Data, Red Bull Red Edition MAT 3/1/21



AVAILABLE TO ORDER NOW IN BOTH SINGLES AND FOUR-PACKS

	SKU CODE	PRODUCT EAN	CASE TUN	CASE CONFIGURATION	RRP*
250ML	RB237522	90448515	9002490254162	12 x Single Cans	\$3.90
4 x 250ML	RB237502	9002490254445	9002490254179	6 x 4packs	\$11.49

T&C: 1. \$2 TOP-UP VALID FOR 12 X 250ML THE RUBY EDITION IN CONJUNCTION WITH THE JULY 250ML OFFER WHEN YOU PURCHASE 3 OR MORE CASES OF ANY 250ML VARIANTS. INCLUDES 250ML ENERGY DRINK 24X 250ML, 250ML ENERGY DRINK X6 4PKS, 250ML SUGARFREE 250ML X24, 250ML SUGARFREE X6 4PKS, ZERO 24 X 250ML, ZERO 250ML X6 4PKS, THE RED EDITION 12 X 250ML, THE TROPICAL EDITION 12 X 250ML, THE SUMMER EDITION 12 X 250ML AND THE RUBY EDITION 12 X 250ML. MAXIMUM OF 30 CASES PER CUSTOMER. PROMOTION AVAILABLE 1ST JULY 2022 - 31ST JULY 2022. MUST EXECUTE ANY 2 FOR \$5.50 ON REDBULL 250ML SINGLE CANS OR \$9.99 ON 4PKS.



PROMO VALID FROM

1ST AUGUST – 31ST AUGUST 22



600ml x 12pk Gatorade Variety

BUY ANY 4 GET 1 FREE!

GATORADE LEMON
LIME 600ML

GATORADE BLUE
BOLT 600ML

GATORADE BERRY
CHILL 600ML

GATORADE GRAPE
600ML

GATORADE TROPICAL
600ML



THE DISTRIBUTORS

PROMO VALID FROM

1ST AUGUST – 31ST AUGUST 22



500ml x 12pk Lipton Variety

BUY ANY 5 GET 1 FREE!!





BUY ANY 4 Pepsi / Schweppes Variety AND GET 1 Flavour FREE!!

PROMO VALID FROM

1ST AUGUST – 31ST AUGUST 22

600ml x 24pk Pepsi / Schweppes Variety



DELICIOUS FLAVOURS, FABULOUS SALES...

Fabulicious®

• QTR 3 CASE DEALS •

SAVE UP TO 20%

AVAILABLE JULY - SEPT 2022 ONLY

CODE

10027

DESCRIPTION

Fabulicious Raspberry Twister Counter Unit 6 x 1kg

CONSUMER PACK EAN



9 300625 403172

CASE DEAL

\$8.23

EXTRA
HOT
DEAL
IN AUGUST



TO ORDER, CONTACT YOUR LOCAL SALES OFFICE

All pricing includes GST. Darrell Lea has compiled the products and prices listed in this catalogue in good faith. The prices and/or product details may change or be withdrawn due to unforeseen circumstances.



BUY 4 CASES OF LIPTON ICED TEA 500ML AND RECIEVE 1 CASE OF LIPTON NO SUGAR *FREE*

BUY 4 CASES OF 600ML VARIETIES AND RECEIVE *15% OFF*



Lipton Ice Tea Lemon 500ml

24 units per outer

RRP \$0.00




Lipton Ice Tea Mango 500ml

24 units per outer

RRP \$0.00




Lipton Ice Tea Peach 500ml

24 units per outer

RRP \$0.00




Lipton Ice Tea Raspberry 500ml

24 units per outer

RRP \$0.00

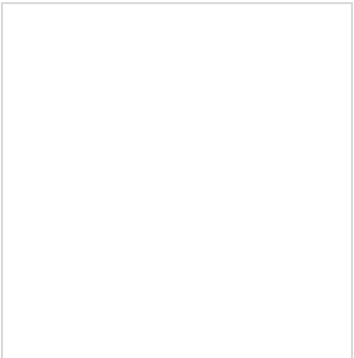
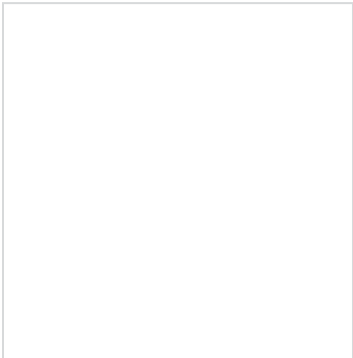


**NO SUGAR
FREE**




**NO SUGAR
FREE**





15% OFF

**BUY 4
CASES**



Solo Zero Sugar 600ml

24 units per outer





Pepsi Max 600ml

24 units per outer





Pepsi Cola 600ml

0 units per outer

Mountain Dew Energised 600ml

24 units per outer




Solo Lemon 600ml

24 units per outer




Sunkist Orange 600ml

24 units per outer




Schweppes Lemonade 600ml

24 units per outer





**BUY 5
GATORADE
CASES AND
GET ONE
FREE**



GATORADE 600ML

Watermelon Chill | Lemon Lime | Orange Ice | Tropical,
Grape | Blue Bolt | Berry Chill | Strawberry | Arctic Blitz,
No Sugar Orange | No Sugar Berry | No Sugar Glacier Freeze

*excludes bottle levy



foodjoy[®]
Full of Joy[™]

**BUY 4
GET 1
FREE***



***BUY 4 CARTONS AND GET 1 CARTON FREE. OFFER APPLIES TO NEW CUSTOMERS AND ONLY AVAILABLE FOR A LIMITED TIME. OFFER ENDS 31.01.2022**



NEW BOTTLED WATER

SAVE OUR PLANET

ALUMINIUM REUSABLE BOTTLE

\$2.00

per bottle
24 per case

- Uses less energy to recycle compared to plastic
- 100% Recyclable
- Shiny, modern reusable bottle
- Environment Friendly

Add your own customised personalised label here



du monde



"DuMonde, an Australian, family owned & operated business providing high quality, commercial grade cleaning products."



100% Australian Made & Manufactured





MADE WITH
REAL VEGGIES

NEW



VEGAN



**LIGHT &
CRISPY**



**THAT'S
HAPPY TASTY**



INTRODUCING



**MAXIMUM
FLAVOUR**

2x CRUNCH

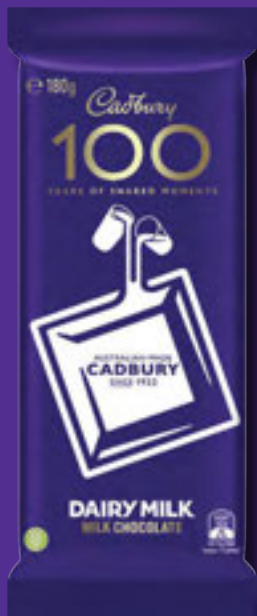


Cadbury

100

YEARS OF
SHARED MOMENTS

AUSTRALIAN-MADE **CADBURY** SINCE 1922



GRAB A PIECE OF AUSTRALIAN HISTORY

WITH A SPECIAL EDITION CENTENNIAL PACK
IN PETROL AND CONVENIENCE STORES TODAY

Join us as we commemorate 10 amazing decades by looking back at moments that made them great. Stories of progress, challenge and inspiration that built our nation, told through our special edition packs.



SCAN THE QR CODE
TO LEARN MORE

THE EQUIVALENT OF A GLASS AND A HALF OF FULL CREAM MILK IN EVERY 200g OF CADBURY DAIRY MILK MILK CHOCOLATE.
DAIRY MILK, THE GLASS AND A HALF DEVICE AND THE COLOUR PURPLE ARE TRADE MARKS USED UNDER LICENCE.

NEW

GET YOUR GUMMI ON!



LONG LASTING CHEWWW!

ITEM	DESCRIPTION	CONSUMER EAN	CASE EAN
12498284	ALLEN'S Chew'Em's Gummi Koalas 12x170g	8593893778269	18593893778266
12498170	ALLEN'S Chew'Em's SOURZ Gummi Koalas 12x170g	8593893778276	18593893778273

NEW

mentos



MENTOS CIRCUS FUN
14pc Roll
40 units per outer
692121117902



MENTOS RAINBOW
14pc Roll
40 units per outer
6921211104353



MENTOS MINT
14pc Roll
40 units per outer
07339000110



MENTOS FRUIT
14pc Roll
40 units per outer
07339000165



MENTOS SPEARMINT
14pc Roll
40 units per outer
07339000127

mentos

Griffin's
MARVELS

NEW

100%
AUSTRALIAN CORN

CONTAINS
WHOLE GRAINS

NO ADDED MSG

PÖPCORN



SO HARD TO RESIST!

WINGS TO MAKE YOUR SALES FLY.

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FOR BEST RESULTS



MERCHANDISE NEW EDITIONS NEXT TO THE CLASSIC BEST-SELLING VARIANT, RED BULL ENERGY DRINK



LEVERAGE OUR DISRUPTIVE DISPLAYS AND POINT-OF-SALE SUITE TO COMMAND SHOPPER ATTENTION ON THE PATH TO PURCHASE



PRIORITISE COLD AVAILABILITY TO ADDRESS THE NEED FOR IMMEDIATE CONSUMPTION

MARKETING SUPPORT



TV



OUT-OF-HOME



PAID SOCIAL MEDIA ADVERTISING



INFLUENCER SEEDING



PRODUCT SAMPLING



IN-STORE POINT-OF-SALE

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*Prices are recommended retail prices only and there is no obligation to comply with recommendation.