

## FOR IMMEDIATE RELEASE

### **Cheers spreads Cheerful Moments with savings on over 100 products over next 10 weeks**

*The new campaign kickstarts with promotions on the popular LAY'S® Potato Chips, Magnum ice cream, chocolate bar brands Mars, Snickers and more.*

*Available at all Cheers and FairPrice Xpress stores island-wide!*

*@cheers\_sg | #cheerssg*



SINGAPORE, 24<sup>th</sup> May 2021 – Now more than ever, we all need good vibes! In a bid to create positivity during these uncertain times, Cheers is rolling out a new campaign. Imagine finding a surprise Cheer Up Card, placed at random by our friendly cashiers into your shopping bag. What is more, from 25 May 2021, over next 10 weeks, Cheers will be offering savings on over 100 products. With more than 160 outlets, Cheers will be spreading joy to everyone and to every corner of Singapore!

#### **Cheer Me Up Cards**

Cheers is set to deliver smiles to you by placing Cheer Up cards into random shopping bags, aimed at encouraging you to appreciate your smile and to make any difficult day just a little bit better.



### **Cheers for Every Moment**

With more than 160 Cheers and FairPrice Xpress outlets across Singapore, including at all Esso petrol stations in Singapore, you can always find goodies to make a moment cheerful. Drop by to quickly pick them up at a store near you, or order them from the Cheers store on food delivery platforms such as Grab or FoodPanda, and relish them in the safety of your home!

**Cheers for Breakfast On The Go** – Rushing for your next Zoom appointment or HBL lesson? Get energised with a quick bite. Pick from a variety of breakfast sets, starting from just S\$1.90.

**Cheers for Treats After Studying** – Reward yourself or your kids with a sweet treat after putting in a hard day's work. Get more than 20% off your favourite snacks!

**Cheers for Munchies on Movie Night** – Cosy up with your partner for that well-deserved blockbuster or binge watching. With discounts of up to 30%, now is the time to stock up on munchies or drinks.



**Over 100 Products on Promotion**

Get more bang for your buck when you buy your favourite beverages, snacks, ready-to-eat products and necessities at Cheers! From 25 May to 2 August 2021, Cheers will be offering promotions for over 100 products over the ten weeks.



<p><b>\$1.50</b> U.P. \$2.00 <b>per pack</b> <b>SNICKERS/MARS</b> Chocolate Almond/Peanut/Original 49.6-53g</p>	<p><b>\$1.75</b> U.P. \$2.00 <b>per pack</b> <b>4D</b> Gummies Assorted 65g</p>	<p><b>\$2.20</b> U.P. \$2.50 <b>per pack</b> <b>DOLE</b> Soft Dried Fruits Apricots/Figs/Dates 60g</p>	<p><b>\$2.70</b> U.P. \$4.40 <b>for 2</b> <b>YEO'S</b> Asian Drinks Assorted 500ml</p>	<p><b>\$2.80</b> U.P. \$4.40 <b>for 2</b> <b>DOLE</b> Water/Jelly Apple/Peach 130ml</p>	<p><b>\$3.50</b> <b>per pack</b> <b>GARDENIA</b> 100% Wholemeal Extra Soft and Fine Bread 600g</p>
<p><b>\$3.45</b> U.P. \$4.10 <b>for 2</b> <b>STREPSILS</b> Lozenges Vitamin C/Extra strong/ Honey &amp; Lemon/Regular 6 Lozenges</p>	<p><b>\$3.75</b> U.P. \$5.40 <b>for 2</b> <b>COCOMAX</b> Coconut water Assorted 500ml</p>	<p><b>\$3.95</b> U.P. \$4.75 <b>per pack</b> <b>MAGNOLIA</b> Fresh Milk Brown Sugar and Sea Salt 1L</p>	<p><b>\$3.95</b> U.P. \$5.60 <b>for 2</b> <b>MARIGOLD</b> 100% Juice Assorted 1L</p>	<p><b>\$4.20</b> <b>per pack</b> <b>MAGNUM</b> Mint 100ml</p>	<p><b>\$4.55</b> U.P. \$5.20 <b>per pack</b> <b>LAYS</b> Potato Chips Assorted 141.7 - 184g</p>
<p><b>\$5.25</b> U.P. \$7.30 <b>per pack</b> <b>DUREX</b> Condom Fetherlite 3 Pcs</p>	<p><b>\$5.50</b> U.P. \$7.90 <b>per pack</b> <b>ARUMI</b> Korean Seafood/ Kimchi Pancake 3s x 190g</p>	<p><b>\$8.70</b> U.P. \$10.60 <b>for 2</b> <b>TIGER</b> Canned Beer Crystal 450ml</p>	<p><b>\$8.90</b> U.P. \$10.10 <b>per pack</b> <b>SHOKAKU</b> Japanese Rice 2.5kg</p>	<p><b>\$9.25</b> U.P. \$10.90 <b>for 2</b> <b>DOLE</b> Acai Bowl/Smoothie 170g</p>	<p><b>\$15.50</b> U.P. \$17.00 <b>for 2</b> <b>BROTHERS</b> CIDER Wild Fruit/Tartan Apple 500ml</p>
<p><b>\$35.00</b> U.P. \$57.50 <b>per bottle</b> <b>CHIVAS</b> Whisky 275ml</p>					

**Pay with points**  
Long shopping list? Stretch your dollar and redeem your LinkPoints to offset purchases at Cheers and FairPrice Xpress outlets!  
**150 LinkPoints = \$1 off**

**Cheers FairPriceXpress**

Offers available at selected Cheers and FairPrice Xpress stores. Products and variants availability varies from store to store. While stocks last.







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[Facebook](#) CheersSG
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#### Highlights for Week 1 and Week 2 Promotions (25 May to 7 June 2021)



**[Exclusive and Limited]** We all love a treat to a bar of **Magnum** ice cream. Velvety smooth mint ice cream dipped in Magnum Classic chocolate with crunchy, caramelised sugar pieces.

**Price: \$4.20**

	<p>Whenever there is a celebration, there are <b>LAY'S® Potato Chips</b>. The ultimate comfort food, each chip or crisp is guaranteed to bring a smile to your face.</p> <p><b>Promotion Price:</b> \$4.55</p>
	<p>Each hunk of <b>SNICKERS Almond Bar</b> combines the irresistible SNICKERS and almond nuts. Bite into the perfect combination of nougat, almonds, caramel and chocolate.</p> <p><b>Promotion Price:</b> \$1.50</p>
	<p>A candy bar that adds a pop of happiness to your day, <b>Mars Bar Chocolate</b> features nougat and toasted almonds coated with milk chocolate.</p> <p><b>Promotion Price:</b> \$1.50</p>
	<p>The brand Gardenia is associated with qualities such as good taste, freshness, trust and reliability. The <b>Jumbo 600 Gardenia 100% Wholemeal Extra Soft &amp; Fine Bread</b> is baked with 100% wholemeal flour specially milled to its finest form! Sweetened with Stevia Leaf Extract, it is 25% lower in sugar and delivers the same great taste. It is also high in fibre &amp; iron! All Gardenia breads are freshly baked in Singapore.</p> <p><b>Price:</b> \$3.50</p>
	<p>Crystal Cold and Extra Smooth! Discover the all-new <b>Tiger Crystal</b>. Filtered at -1°C, the unique and innovative Crystal Cold filtration process locks in the beer's most desirable flavours and aromas.</p> <p><b>Promotion Price:</b> 2 for \$8.70</p>
	<p>Hailing from Somerset, South West England, <b>Brothers Cider</b> offers a wide range of invigorating fruit cider. Flavours such as the Wild Fruit and Toffee Apple are the ideal accompaniments to your stay-home meals.</p> <p><b>Promotion Price:</b> 2 for \$15.50</p>

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#### **Appendix**







Check out the full list of 20 items that are on promotion for Week 1 & Week 2 (25 May to 7 June 2021).

***All 20 Items for Week 1 and Week 2 Promotions (25 May to 7 June 2021)***



	<p>[Exclusive and Limited] We all love a treat to a bar of <b>Magnum</b> ice cream. Velvety smooth mint ice cream dipped in Magnum Classic chocolate with crunchy, caramelised sugar pieces.</p> <p><b>Price:</b> \$4.20</p>
	<p>Strepsils is a soothing and medicated lozenge which contains active medical ingredients to tackle sore throat pain deep down. The <b>Strepsils</b> medicated lozenge range provides consumers' treatment options for sore throats and associated symptoms such as nasal congestion.</p> <p><b>Promotion Price:</b> 2 for \$3.45</p>
	<p>4D Gummy brand, which consists of highly-detailed, 3D-shaped fruit gummies. Every <b>4D Gummy Frootz</b> piece is made with heart, care, and attention to provide candy lovers and 4D Gummy fans with A-M-O-S (A Moment Of Smiling, A Moment Of Sharing and A Moment Of Sincerity).</p> <p><b>Promotion Price:</b> \$1.75</p>
	<p>Meet the softer side of SNICKERS Candy: Made with creamy peanut butter, rich caramel and the simple goodness of fresh ground peanuts enrobed in a milk chocolate shell. Each singles size pack contains two Creamy <b>SNICKERS Peanut Butter Squares</b>, making them easy to share with friends.</p> <p><b>Promotion Price:</b> \$1.50</p>
	<p>Each hunk of <b>SNICKERS Almond Bar</b> combines the irresistible Snickers and almond nuts. Bite into the perfect combination of nougat, almonds, caramel and chocolate.</p> <p><b>Promotion Price:</b> \$1.50</p>
	<p>A candy bar that adds a pop of happiness to your day, <b>Mars Bar Chocolate</b> features nougat and toasted almonds coated with milk chocolate.</p> <p><b>Promotion Price:</b> \$1.50</p>
	<p>Whenever there is a celebration, there are <b>LAY'S® Potato Chips</b>. The ultimate comfort food, each chip or crisp is guaranteed to bring a smile to your face.</p> <p><b>Promotion Price:</b> \$4.55</p>
	<p>Yeo's offers a rich &amp; extensive portfolio of top quality, beverage &amp; food products – the look and unmistakable taste of which are instantly recognisable and well loved by both local &amp; many around the world.</p> <p><b>Promotion Price:</b> 2 for \$2.70</p>

	<p><b>Cocomax coconut water</b> is made from Thai coconut water, it is refreshing, delicious and effective at times of dehydration. Coconut water contains 5 essential electrolytes: Potassium, Sodium, Magnesium, Phosphorus, and Calcium to refresh your body! It consists of no added sugar, natural sweetness and original coconut water.</p> <p><b>Promotion Price:</b> 2 for \$3.75</p>
	<p>Only the freshest sun-ripened fruits and ingredients that Mother Nature offers are used to make <b>MARIGOLD 100% Juice</b>. As such, every sip is nutritious and delicious, down to the last drop. There is an assortment of flavours to suit everyone's taste.</p> <p><b>Promotion Price:</b> 2 for \$3.95</p>
	<p><b>Magonlia's Brown Sugar &amp; Sea Salt Low Fat Flavoured Milk</b> is the perfect uplift for any occasion. A blend of Magnolia Fresh Milk with the robust brown sugar fragrance and a hint of sea salt to create the perfect balance unlike any other, it is also low in fat and lower in sugar.</p> <p><b>Promotion Price:</b> \$3.95</p>
	<p>A healthy, convenient &amp; unique fruit-based snack is the <b>Dole Water Jelly</b> dessert with fruit which features a light and rich fruit taste with a good portion of fruit juice. Satisfy your hunger under 150kcal.</p> <p><b>Promotion Price:</b> 2 for \$2.80</p>
	<p><b>Dole Soft Dried Fruits</b> are Premium Quality seedless fruits packed in travel-friendly packs for On-The-Go healthy snacking and a great source of antioxidants which add value to your overall health. Free from sulphur, preservatives, sugar and flavour, these soft dried fruits are completely natural from the farm to your table.</p> <p><b>Promotion Price:</b> \$2.20</p>
	<p>Fuel up with <b>DOLE Acai Bowl</b>, a refreshing marriage of açai, bananas, honey, strawberries, blueberries, honey oat granola and coconut.</p> <p><b>Promotion Price:</b> \$9.25</p>
	<p>Feast on Korean traditional style pancakes with flavour selections of kimchi and seafood - Great for the whole family!</p> <p><b>Promotion Price:</b> \$5.50</p>

	<p>The brand Gardenia is associated with qualities such as good taste, freshness, trust and reliability. The <b>Jumbo 600 Gardenia 100% Wholemeal Extra Soft &amp; Fine Bread</b> is baked with 100% wholemeal flour specially milled to its finest form! Sweetened with Stevia Leaf Extract, it is 25% lower in sugar and delivers the same great taste. It is also high in fibre &amp; iron! All Gardenia breads are freshly baked in Singapore.</p> <p><b>Price:</b> \$3.50</p>
	<p>The <b>SHOKAKU Premium Musenmai (No-wash rice) Japonica rice</b> from USA is popular among Sushi rice makers as it creates the convenience for them and bring an end to the long-standing kitchen chore of rinsing the rice.</p> <p><b>Promotion Price:</b> \$8.90</p>
	<p><b>Chivas Regal 12</b> is a blend of many different malt and grain Scotch whiskies, matured for at least 12 years. This rich, smooth blend combines style with substance and tradition.</p> <p>The humble cask is centre stage in creating the perfect blend. Sherry casks imparting a deep rich colour to the whisky, whilst the bourbon cask can be relied upon to give a more golden hue, but it's all in the blend. Combining these individual signatures to craft the unique character you find in every bottle of Chivas.</p> <p>Aged no less than 12 years, and with Speyside malt at its heart, Chivas Regal 12 year old is an unrivalled premium blended Scotch whisky.</p> <p><b>Promotion Price:</b> \$35.00 (375ml)</p>
	<p>Crystal Cold and Extra Smooth! Discover the all-new <b>Tiger Crystal</b>. Filtered at -1°C, unique and innovative Crystal Cold filtration process locks in the beer's most desirable flavours and aromas.</p> <p><b>Promotion Price:</b> 2 for \$8.70</p>
	<p>Hailing from Somerset, South West England, <b>Brothers Cider</b> offers a wide range of invigorating fruit cider. Flavours such as the Wild Fruit and Toffee Apple are the ideal accompaniments to your stay-home meals.</p> <p><b>Promotion Price:</b> 2 for \$15.50</p>
	<p>World's No. 1 Condom Brand, with over 80 years of experience in the business of bringing couples together, they know their way inside and outside of the bedroom. <b>Durex Fetherlite condoms</b>, that while still providing the same high level of reassurance and protection, they are shaped to provide a sleek fit and feeling.</p> <p><b>Promotion Price:</b> \$5.25</p>



