



# NEWSBAR

# NEWSBAR™

NEWSBAR is a 100g milk chocolate bar made in Australia by The Ministry of Chocolate, exclusively for newsagents, lottery kiosks and independent retailers!

NEWSBAR has been developed so our members can have an EXCLUSIVE product to sell.

Through extensive media support and the support of an INSTANT WIN promotion, NEWSBAR has driven interest and foot traffic into newsagencies across Australia.

NEWSBAR offers great margin!







Instant Win Promotion  
**April – November 2023**

**WIN**

**One Year's Supply  
of Chocolate**



**NEWSBAR™**

# One Year's Supply of Chocolate

Winner will receive 4 packs over 12 months

Christmas | Easter | Two comfort packs

Valued at \$1,200





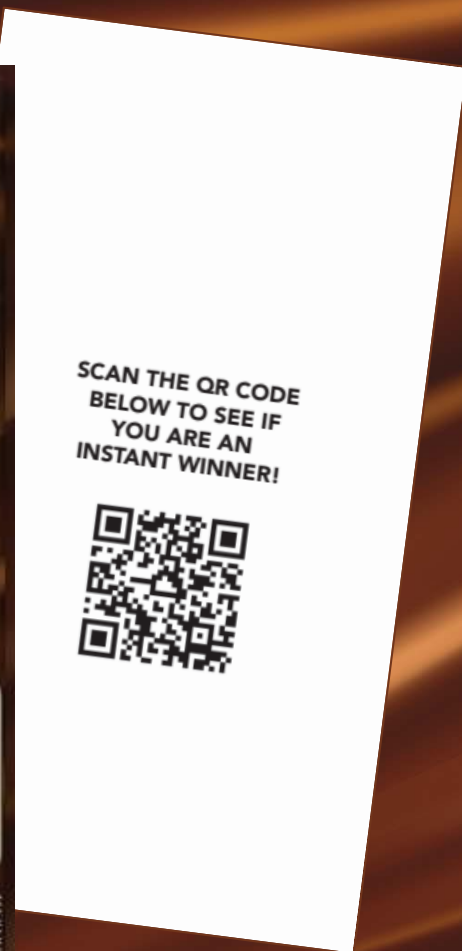
Plus WIN hundreds of **1kg NEWSBARS INSTANTLY!**



UPSIZE



Turn a 100g  
NEWSBAR into a  
**GIANT 1kg**  
NEWSBAR and  
have **10 times**  
more fun!!



It's simple to enter!

Scan the QR code  
inside each  
**NEWSBAR**  
and find out if  
you're an  
instant winner!







## Marketing Support

- ✓ National radio campaign
- ✓ Facebook advertising
- ✓ Dedicated POS unit
- ✓ Point of Sale posters
- ✓ Digital advertising
- ✓ PR
- ✓ Editorial



# Marketing Support

## Dedicated POS Unit

Designed so NEWSBAR can be placed on the front counter to maximise impulse sales



## POS

Digital Screens  
Social

Created to drive awareness and foot traffic in-store

@Newsbar\_newsagentsonly



# How to Order NEWSBAR

ALL STATES EXCL. QUEENSLAND



[ordermentum.com.au](http://ordermentum.com.au)

QUEENSLAND



[neobeeqld.com.au](http://neobeeqld.com.au)



UPSIZE  
INSTANTLY!  
Turn a 100g bar  
into a GIANT  
1kg NEWSBAR!

WIN one year's  
supply of  
chocolate!!

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