



A slice of the action

McVitie's is relaunching its range of 'eat now' cakes with the addition of six new products.

Chocolate Digestive Flapjack, Fruit Flapjack, Toffee & Caramel Flapjack, and Toffee & Apple muffin join McVitie's existing range of flapjacks and muffins.

And the launch of Caramel Shortcake Slices and Chocolate Digestive Slices sees McVitie's enter the slices category for the first time.

The new products and relaunch will benefit from the £8m investment in the McVitie's brand this year. 0208 234 5000

The bigger dipper

Bel UK has launched the Big Cheez Dipper, a larger cheese snack pot with bigger breadsticks and more of the smooth and creamy cheese from The Laughing Cow.

Available in 70g pots at a rrp of 75p in both original and light variants, the Big Cheez Dipper is being supported

by a £1m TV ad campaign, which breaks in August. 01622 774800



Relaunch for Chewits

Leaf UK is relaunching its Chewits kids confectionery brand with new pack designs, new variants and an improved recipe.

Orange flavour will join the stickpack range, which includes strawberry, blackcurrant, and fruit salad. And the Xtremely Sour range will see the introduction of Hot Lime flavour. Recipe changes include the

addition of real fruit juice, and the removal of artificial colours.

The relaunch will be supported with a £1m TV ad campaign, which kicks off on May 30, sampling and in-store activity. 01704 502400



Lasting power with Duracell

Duracell has introduced a new formula for Duracell Plus and Duracell Ultra M3 batteries, which is said to deliver longer lasting power for everyday and hi-tech devices.

The relaunch, which includes new pack designs, will be supported by a new TV ad campaign, which breaks next month. 0800 716434



Fruity mix and nuts

United Biscuits UK (UBUK) is adding a healthier proposition to its range of nuts with KP Origins, a range of fruit and nut yoghurt mixes.

Exotic Fruit, Nut & Yoghurt mix contains papaya, pineapple, melon, jumbo raisins, yoghurt coated peanuts, cashews

and almonds; and Summer Fruit & Nut mix contains Chilean flame raisins, cranberries, sour cherries, mango, yoghurt coated raisins, almonds, hazelnuts and peanuts.

Both variants are available in a 75g format with a rrp of £1.19. 0800 138 0813

Live film with beer

Stella Artois has unveiled its 2005 marketing activity, spearheaded by a consumer promotion called Live Film, with prizes worth over £20m.

Running on 50 million Stella Artois packs, the promotion, which is supported with press advertising, gives consumers a once-in-a-lifetime chance to experience a film classic, or win one of 1.5 million opportunities to see films at home.

In line with the brand's track record of screening iconic films in relevant locations, the top prize is a holiday for 10 lucky winners, along with a partner, to see the 1962 film *The Birdman of Alcatraz* on Alcatraz, as part of a week's holiday to San Francisco with flights and accommodation included. Live Film is the



culmination of a successful 10-year relationship with film under the Stella Artois Screen banner and represents a record £40m marketing spend by Interbrew UK for 2005.

And for the first time two new TV and cinema ads are being released in the same year – both are due to break on May 9. Other activity includes

the brand's 10th year of Channel Four film sponsorship; the 10th summer of outdoor film screenings, under a new banner, *Cinema Artois*; plus the recently launched *After Dark* film and music events. A newspaper supplement and film magazine press campaign kicks off at the end of June. 0870 169 6969