

## Guinness plans sweet Christmas promotion

Times are hard but Christmas is just around the corner, so for the next eight weeks, Guinness is planning on making things a little sweeter, a little easier for the holidays.

Their consumers can win motorcycles, refrigerators and cash just in time for the Yuletide season through their Guinness High Rollers promotion. "The Guinness consumer is a player not a spectator, so if you want to roll out this Christmas this is what the holidays are all about," said brand manager Racquel Nevins. "Every other week over the next eight weeks (starting November 10), our consumers will be able to win a Yamaha SZ6R 600cc motorcycle with a full year's insurance; a three-door stainless steel fridge filled with Guinness or third prize, a 157cc Yamaha motorcycle. The fridge comes with a three-year warranty." Twenty-five cheques There is more, Nevins revealed. "Twenty-five cheques of \$5,000 will be drawn as well and should you buy a six-pack in the supermarket you could win \$5,000 instantly as well. It's all about Christmas. It's all about the celebration. It's all about rolling big." Nevins explained that having a chance to win is easy. "How we do it at Guinness, you consume the product and what is left behind can be used to win. You collect six crowns, you put them in an envelope with your name, number, and the tag-line 'Made of More' and every fortnight we will have a draw. There will be close to 100 drop points across the island at Total service stations and Courts stores, all Hi-Los and all Mega Marts and at Red Stripe distribution centres islandwide."