

# “Everything you need to get the sale!”

ANDREW PELLER  
— LIMITED —



## ANDREW PELLAR LTD.

Andrew Pellar Ltd.'s award-winning premium and ultra-premium brands include Pellar Estates, Trius, Hillebrand, Thirty Bench, Sandhill, Copper Moon, Calona Vineyards Artist Series VQA wines and Red Rooster.

*“When you get that much commitment from an incentive supplier, you understand that these guys are serious!”*

*- Jason Park, Regional Manager*

## KEY CHALLENGES

- Finding an incentive to promote Pellar's new 1L product that would be approved by buyers. (In-store managers and employees at major retail chains).
- Helping their premium brands stand out from other competing brands.

## IMPLEMENTATION

Odenza's “Free Companion Cruise” program was featured on each of the 1L wines, so the customer would receive a cruise certificate with each purchase. This was implemented and distributed at numerous major retail chains across Western Canada to build enthusiasm around Andrew Pellar's premium and ultra-premium brands. Sales staff and in-store personnel were trained and briefed to improve consumer interaction and overall registration.

## BENEFITS AND RESULTS

The “Free Companion Cruise” program made their premium brands highly appealing to consumers. Between 2006 and 2007 they awarded 30 in-store prizes to employees and gave away over 24,000 “Free Companion Cruise packages” to consumers. The program helped push the sales of Andrew Pellar's premium brands off store shelves and contributed to the increase of profits for their fiscal year.

**SATISFACTION RATING: 10/10**

*“Providing complete and full support has always been Odenza's thing, that's why I always come back!”*

*- Jason Park, Regional Manager*



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