

PARKnSHOP RETAIL PROMOTION, HONG KONG FEB-MAR 2010

Event Overview

PARKnSHOP is the leading supermarket chain in Hong Kong, with an unrivalled reputation for giving customers outstanding value for money, the highest quality in fresh food, an unmatched range, and world-class service.

PARKnSHOP's Superstore concept has transformed the way Hong Kong shoppers think about supermarket shopping, giving them the widest selection of international grocery items in the city, plus an unparalleled range of fresh and cooked food, ranging from live fish, market-style fruit and vegetables, to Chinese sui mei, freshly prepared sushi, and an in-store bakery.

There are now more than 40 Superstores in Hong Kong, making PARKnSHOP a true one-stop shop.

Promotion Overview

AMAG was one of several sponsors of a retail promotion which will take place from 26 Feb - 18 Mar at 57 stores of the ParknShop supermarket chain in Hong Kong. The promotion highlighted some 507 existing products and 347 new products from Australia.



ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.