



MEDIA RELEASE

HOP INTO A REFRESHING CHINESE NEW YEAR WITH JULIE'S LIMITED-EDITION LOVE LETTERS LEMON

Usher in the Year of the Rabbit with this festive flavour and jump-start your celebration at the Julie's Prosperity Carnival in Sunway Pyramid featuring a giant replica sculpture of the Love Letters tub from now till 8 January!



Kuala Lumpur, 5 January 2023 – Thinking of getting some tasty treats to serve your guests or gifts to buy this Chinese New Year? Here's an idea. Why not try a popular treat with a new flavour - the Julie's Love Letters Lemon. A limited-edition flavour launched specially for this festive season. Not only are the Love Letters a sure winner when it comes to choosing an addictive and enjoyable snack, but it is also deliciously refreshing and conveniently packed in a tub. Make your new year preparation easier by serving the Julie's Love Letters Lemon as a snack or gifting it to loved ones, no wrapping or cookie jars needed!

Tzy Horng Sai, Director of Julie's Biscuits said, "The true essence of Chinese New Year is celebrating new beginnings together with loved ones. Ushering in a hopeful year ahead could not be more apt especially this year, where people are ready for a fresh start after living through the pandemic. With the festive Love Letters Lemon, we hope to bring in

something refreshing for the new year, symbolising an optimistic life full of zest in 2023. What better way to spread the warmth and bond with those we cherish than sharing some tasty treats like the Julie's Love Letters."

To build momentum towards a full-blown Chinese New Year celebration post pandemic, Julie's will be hosting a 4-day carnival called the Julie's Prosperity Carnival. This carnival will take place at the Blue Concourse, Sunway Pyramid from now until 8 January 2023. Guests can look forward to increasing their prosperity by sampling the Julie's Love Letters given out by none other than the God of fortune.

The Julie's Prosperity Carnival promises an exciting outing for all family members with various fun activities lined-up. Guests can kickstart spending quality time with loved ones by joining in activities such as the kids colouring session with goodie bags for grabs. Carnival-goers are also able to try their hand at playing with a claw machine to win the Julie's exclusively produced Love Letters tub plush toy.

For those looking to get into the festive spirit, can go have their early Chinese New Year pictures taken at the Julie's multiple photo-worthy backdrops. All the Love Letters range will be available for purchase at the carnival. During the event, guests who purchase three Love Letters tub of any flavour, will receive one set of limited-edition Julie's Chinese New Year bowl.

The Julie's Love Letters range also includes the three classic flavours such as chocolate, strawberry, and vanilla. The limited-edition Love Letters Lemon is available for purchase online from the official flagship store on [Shopee](#) and [Lazada](#). For in-store purchase, visit your nearest neighbourhood convenience stores or hypermarkets. As a festive treat, customers can also get one set of free angpau packet with every purchase of a tub of Love Letters Lemon.

To get continuous updates on Julie's latest promotions, contests, and activities, visit our [website](#) or follow us on Facebook at www.facebook.com/JuliesBiscuits and Instagram at www.instagram.com/juliesbiscuits.

Photo Caption 1 (photo above in page 1): A giant replica sculpture of the Love Letters tub at the Julie's Prosperity Carnival in Sunway Pyramid.

Photo Caption 2: One of the many photo walls at the Julie's Prosperity Carnival for your early Chinese New Year pictures.



Photo Caption 3: Exciting claw machine game with exclusively produced Julie's Love Letters tub plush toy up for grabs.



Photo Caption 4: Kids joining in the carnival activities at the colouring booth.



About Julie's

Julie's is an international, award-winning biscuit brand sold in 80 countries. Founded in Melaka, Malaysia and marketed as Julie's since 1985, the brand undertook its milestone rebranding campaign in 2020. The original blonde Julie, a household icon, has been rejuvenated to appeal to today's consumers. Julie now sports a shorter bob-haircut, red and blue headband with a forward and an upward look of certainty, reinventing her appeal with new generation consumers. For further information on Julie's Biscuits, visit <https://www.julies.com.my/>

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