

GO FOR GOLD BY JOINING JULIE'S CHEESE! I 'NUT' EMAS CONTEST

Over 30 pieces of 10g and 100g gold with total worth of RM150k up for grabs!



Kuala Lumpur, 19 June 2023 – Would you believe it if we told you that buying biscuits for RM5 can potentially get you gold? Yes, you heard it right! Your chance to win 100g or 10g of Julie's custom gold starts today. In response to the overwhelming positive feedback from last year's contest, Julie's is thrilled to bring back their nationwide Cheese! I 'Nut' Emas contest for the second year running. This year's contest is bigger and better than before with more prizes up for grabs and a higher total prize amount of RM150,000.

All you need to do is to purchase Julie's Peanut Butter and/or Cheese Sandwich Biscuit for RM5 minimum and be in the running to achieve your goal for gold. There are over 30 prizes up for grabs, with 30 10g gold prizes worth RM3500 each and the grand prize of one 100g gold worth RM35,000. The Cheese! I 'Nut' Emas contest is open to all Malaysians from 15 June to 31 July 2023.

Tzy Horng Sai, Director of Julie's Biscuits said, "We are delighted to bring back our Cheese! I 'Nut' Emas contest for the second consecutive year. This contest is designed to reward our valued customers who have been with us throughout the years of our success, by giving them an unforgettable chance to own a unique piece of gold crafted exclusively for them. We believe in creating memorable experiences, and what better way to celebrate our brand's 39th year in Malaysia by giving away something as precious and timeless as a Julie's customised gold biscuit!"

The custom gold prize takes inspiration from the shape and golden appearance of Julie's signature Sandwich Biscuits. This contest also serves as the brand's creative outlet with its tagline 'I Nut Emas' playfully resembling the Bahasa Malaysia word of 'I Nak Emas' (I want gold) in a homophonous manner. The word 'Nut' and 'Cheese' used in the tagline is also incorporated to pay homage to the brand's long-standing popular Sandwich Biscuits in Pea'nut' Butter and Cheese flavour.

Gear up for gold and participate in Julie's Cheese! I 'Nut' Emas contest.

Step 1: Purchase Julie's Peanut Butter Sandwich and/or Cheese Sandwich. Spend a minimum of RM5 in a single receipt and join the contest between 15 June to 31 July 2023.

Step 2: Scan the QR code from the point-of sales material that will lead you to the contest microsite. Or visit the microsite here: <https://juliescheeseinutemas.com/>

Step 3: Upload a clear picture of your receipt and key in details of the receipt.

Step 4: Customers will be asked to join a game. The game will require customers to chant the sentence, Cheese! I 'Nut' Emas and hold the chant for as long as they can.

Step 5: Once the game/chant is completed, you will be in the running to win GOLD! The customer who can hold the chant the longest will walk away with the 100g gold prize. *

*Contest terms and conditions apply. Visit <https://www.julies.com.my/julies-cheese-i-nut-emas/> for more information.

The Cheese! I 'Nut' Emas contest will run for six weeks with five winners announced weekly. The grand prize winner for the 100g gold will be announced on the sixth week of the contest. Details of the prizes and winner announcement are as below:

Prizes	Dates for participation	Prize announcement date
Week 1 Prizes – 5X10g gold	15 June –21 June 2023	30 June 2023 (Fri)
Week 2 Prizes– 5X10g gold	22 June –28 June 2023	7 July 2023 (Fri)

Week 3 Prizes– 5X10g gold	29 June –5 July 2023	14 July 2023 (Fri)
Week 4 Prizes– 5X10g gold	6 July –12 July 2023	21 July 2023 (Fri)
Week 5 Prizes– 5X10g gold	13 July –19 July 2023	28 July 2023 (Fri)
Week 6 Prizes– 5X10g gold	20 July –31 July 2023	4 Aug 2023 (Fri)
Grand Prize – 1X 100g gold	15 June –31 July 2023	4 Aug 2023 (Fri)

Get started on your hunt for gold by purchasing the Julie's Peanut Butter and/or Cheese Sandwich Biscuits from your nearest retail stores or online at the official Julie's [Shopee](#) and [Lazada](#) flagship store. Both Sandwich Biscuits are presented in an array of enticing packaging options where customers can experience the ultimate convenience for various occasions. One of the popular packaging options is a packet that contains 12 individual mini biscuit packets, perfect for easy sharing among colleagues or family members. Alternatively, the biscuits are also available in smaller packets providing customers on-the-go with the ideal sustenance to fuel them throughout the day.

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

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/>

For media queries, please contact:

Wang Shu Fen, Branding & Marketing
 Email: shufen@julies.com.my | Mobile: +6016-9654804

Giselle Lim, Branding & Marketing
 Email: gisellelim@julies.com.my | Mobile: +60 16-322 2426