

## Appleton launches 'Special Christmas'

Appleton Jamaica Rum hosted specially invited guests, staff, media and social-media bloggers to their launch event recently, held on the waterfront.

Appleton Special is offering customers the chance to Win a Special Christmas as they 'peel, reveal and enter' only via the Appleton Special Facebook page. With the purchase of specially branded 750ml bottles; consumers can enter the 10-digit code on the back label into the app on the Facebook page and can win one of five, 640 instant prizes. Grand prize All entries will be entered to win the grand prize of an Audi A1, with one year free comprehensive insurance and gas. The promotion ends on December 27, with the grand-prize winner announced on January 7. As part of their promotional activities, Appleton Special sponsored the Halloween edition of Uber, held recently at Club Privilege, where customers were only too happy to enjoy the vibes with their friends and see the grand prize up close.