

online sampling leaflets

What is it?

Bring your product to life for online shoppers by delivering branded communications to their homes

Key benefits

- Flexibility over creative
- Subject to JS nomination and sign off in line with Sainsbury's POS guidelines
- Allows sample to be delivered with online shopping delivery



THE ULTIMATE TASTE EXPERIENCE

McCoy's Ultimate crisps are engineered with big ridges that hold loads of taste. They're twice flavoured, griddle cut and big on crunch, and we've put them in big bags to share with your mates, too.

PICK UP A PACK NOW
INSTORE OR ONLINE FROM 5-25 MARCH*

TWICE FLAVOURED **GRIDDLE CUT** **BIG CRUNCH**

*Subject to availability

Here's a free sample from sainsburys.co.uk

Sainsbury's
live well for less

Set-up

Live for
1 week

Booking lead time
8-10 weeks

Artwork lead time
4 weeks



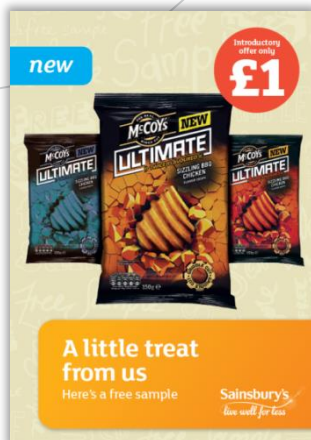
new

Introducing offer
40p OFF

PRINCES Deli Fillers
Yuma Thai Mayo

A little treat from us
Here's a free sample

Sainsbury's
live well for less



new

Introducing offer only
£1

McCoy's **ULTIMATE**
BIG BAGS OF CRISPS

A little treat from us
Here's a free sample

Sainsbury's
live well for less