

INTRODUCING
a tasty new
serving for
your
shelves...





A GREAT NEW LOOK WITH A STRONG SHELF IMPACT!

Time changes everything, including the needs and preferences of our South African consumers. We live in a time of aspiration and in a society where the ideals of 'new' and 'better' are highly valued. It is these consumer desires that are part of the reason behind the new, more modern logo and pack design for our **PREMIUM PRIDE MAIZE Product Range**. The fresh new look bears a strong resemblance to the outgoing design in order not to alienate the existing customer base, but has a new feel of modernity that will make it relevant for years to come.



One of the consumer favourites in the range is our pure white **SUPER MAIZE MEAL** - known for consistent good quality and that smooth, rich taste that never disappoints.

BRAAI PAP in an 11kg value pack is perfect for the cost-conscious consumer that is looking for a coarser texture, perfect for every Braai, or family reunion. For impulse purchase, cross merchandise **BRAAI PAP** in the butchery department.

Who could resist **SAMP** and oxtail? **SAMP** is a must for any stew or the great South African POTJIE. Samp is more than just a component in many delicious meals, it's part of our heritage and a taste of our South African culture. **SAMP** can be merchandised in the butchery department.

MAIZE RICE is an alternative to rice and just as easy to cook. It can also be served as a dessert.

For those looking for something different we have included a **YELLOW SUPER MAIZE MEAL**, with a distinctive maize aroma. Simply irresistible, it's a taste that consumers will keep coming back for. Available in 5kg, 2.5kg and 1kg.

TOPS EVERYTIME



CREAMY MAIZE is our latest addition to the range. Served as a soft porridge, kids can't resist the smooth, mouth-watering taste of **CREAMY MAIZE MEAL** when served with milk and sugar. When moms make it, kids love it - it's as simple as that!

POLENTA is an Italian dish that is produced right here in South Africa by Pride Milling. We have mastered the quality of the product and it compares with any of the imported brands. Delicious with a stew, vegetables or sweet and sour pork chops.



THE PRIDE RANGE IS TOPS EVERYTIME!! DON'T GO WITHOUT IT.

SUPPORT:

RADIO

- Metro FM
- Lesedi FM
- Ukhozi FM
- Ikwekwezi



IN-STORE PROMOTIONS

- Posters
- Washline Banners
- Promoters
- Pallet Wraps
- Pallet Corner Defenders
- Category Banners
- Wobblers
- Pull-up Banners



OUTDOOR:

- Billboards
- Store Name board
- Gazebos
- POP UP Banners
- Telescopic Banners
- A-Frame Banners
- Inflatables
- Activation Stand
- Truck Branding



TOPS EVERYTIME

PACK INFORMATION:

Product Code	Brand	GM / NON GMO	White / Yellow	Product	Pack Size		Unit Barcode	Baler Barcode	Pallet Configuration	TI	HI
160040	PRIDE	GM	White	Pride Super Maize Meal	80 PP	PP	6002310003348		14	2	7
160050	PRIDE	GM	White	Pride Super Maize Meal	50 PP	PP	6002310003355		21	3	7
160060	PRIDE	GM	White	Pride Super Maize Meal	25 PP	PP	6002310003362		45	5	9
160091	PRIDE	GM	White	Pride Super Maize Meal	12.5 PP	PP	6002310003379		84	7	12
160281	PRIDE	GM	White	Pride Super Maize Meal	10 PP	PP	6002310003386		105	7	15
160106	PRIDE	GM	White	Pride Super Maize Meal	5 PP	PP	6002310010759		210	14	15
160290	PRIDE	GM	White	Pride Super Maize Meal	4 x 5 PA	PA	6002310003270	6002310003324	56	7	8
160111	PRIDE	GM	White	Pride Super Maize Meal	8 x 2.5 PA	PA	6002310003287	6002310003300	60	10	6
160221	PRIDE	GM	White	Pride Super Maize Meal	4 x 2.5 PA	PA	6002310003287	6002310008183	100	20	5
160231	PRIDE	GM	White	Pride Super Maize Meal	10 x 1PA	PA	6002310003294	6002310008176	105	15	7
130210	PRIDE	GM	White	Pride Braaipap	25 PP	PP	6002310009838		45	5	9
130170	PRIDE	GM	White	Pride Braaipap	12.5 PP	PP	6002310009845		84	7	12
130250	PRIDE	GM	White	Pride Braaipap	10 PP	PP	6002310009852		105	7	15
130195	PRIDE	GM	White	Pride Braaipap	5 PP	PP	6002310012364		210	14	15
130180	PRIDE	GM	White	Pride Braaipap	4 x 5 PA	PA	6002310003843	6002310007636	56	7	8
130190	PRIDE	GM	White	Pride Braaipap	8 x 2.5 PA	PA	6002310003850	6002310007643	60	10	6
130185	PRIDE	GM	White	Pride Braaipap	10 x 1kg PA	PA	6002310012340	6002310012333	105	15	7
140120	PRIDE	GM	White	Pride Samp	50 PP	PP	6002310007506		21	3	7
140130	PRIDE	GM	White	Pride Samp	25 PP	PP	6002310007513		45	5	9
140140	PRIDE	GM	White	Pride Samp	12.5 PL	PL	6002310000415		84	7	12
140150	PRIDE	GM	White	Pride Samp	10 PL	PL	6002310001139		105	7	15
140170	PRIDE	GM	White	Pride Samp	5 PL	PL	6002310000408		208	13	16
140180	PRIDE	GM	White	Pride Samp	8 x 2.5 PL	PL	6002310000392	6002310004666	45	9	5
140190	PRIDE	GM	White	Pride Samp	20 x 1 PL	PL	6002310000385	6002310004642	45	9	5
140195	PRIDE	GM	White	Pride Samp	10 x 1 PL	PL	6002310000385	16002310013801	105	15	7
150110	PRIDE	GM	White	Pride Maize Rice	50 PP	PP	6002310007575		21	3	7
150120	PRIDE	GM	White	Pride Maize Rice	25 PP	PP	6002310007582		45	5	9
150130	PRIDE	GM	White	Pride Maize Rice	12.5 PL	PL	6002310000484		80	8	10
150140	PRIDE	GM	White	Pride Maize Rice	10 PL	PL	6002310006844		100	10	10
150180	PRIDE	GM	White	Pride Maize Rice	5 PL	PL	6002310000477		208	13	16
150160	PRIDE	GM	White	Pride Maize Rice	8 x 2.5 PL	PL	6002310000460	6002310007544	45	9	5
150170	PRIDE	GM	White	Pride Maize Rice	20 x 1 PL	PL	6002310000453	6002310007568	45	9	5
160345	PRIDE	GM	White	Creamy Maize Meal	8 x 2.5kg	PA	6002310011763	6002310011756	60	10	6
220236	PRIDE	GM	Yellow	Pride Super Yellow Maize Meal	80 PP	PP	6002310012838		14	2	7
220025	PRIDE	GM	Yellow	Pride Super Yellow Maize Meal	50 PP	PP	6002310012845		21	3	7
220237	PRIDE	GM	Yellow	Pride Super Yellow Maize Meal	25 PP	PP	6002310012852		45	5	9
220020	PRIDE	GM	Yellow	Pride Super Yellow Maize Meal	12,5 PP	PP	6002310001191		84	7	12
220215	PRIDE	GM	Yellow	Pride Super Yellow Maize Meal	10 PP	PP	6002310010278		105	7	15
220232	PRIDE	GM	Yellow	Pride Super Yellow Maize Meal	5 PP	PP	6002310011633		210	14	15
220223	PRIDE	GM	Yellow	Pride Super Yellow Maize Meal	8 x 2.5kg PA	PA	6002310011466	6002310011459	60	10	6
220028	PRIDE	GM	Yellow	Pride Super Yellow Maize Meal	10 x 1kg PA	PA	6002310011176	6002310012357	105	15	7
220241	PRIDE	GM	Yellow	Pride Polenta	10 x 1 PL	PL	6002310010438	6002310009937	105	15	7