

platoon

SCOUT

JUL-SEPT 2024

platoon.

SCOUT

## What is The Scout?

The Scout is a collection of shopper campaigns and activity that we've captured in retail environments, or been served through digital channels.

The Scout is our vehicle for sharing a summary of market intel in the retail world - from us to you.

The Scout is everything and anything that grabs us - could be catchy copywriting, cool design work, innovative Point of Sale, or engaging Shopper activations (good and bad) across the channels we shop.

Please don't judge the high quantity of liquor channel activity captured, Platoon assures you it is purely for research purposes.

Feel free to judge your competitor campaigns at will.

Pics may not always be perfect, but they are more useful shared with you than clogging up our phones.

## Want to share some of your own pics?

Sure, email them through to [info@platoonmktg.com.au](mailto:info@platoonmktg.com.au)

or WhatsApp / text them to +61 419 475 680. No nudes please.



# GROCERY MAJORS / INDIES











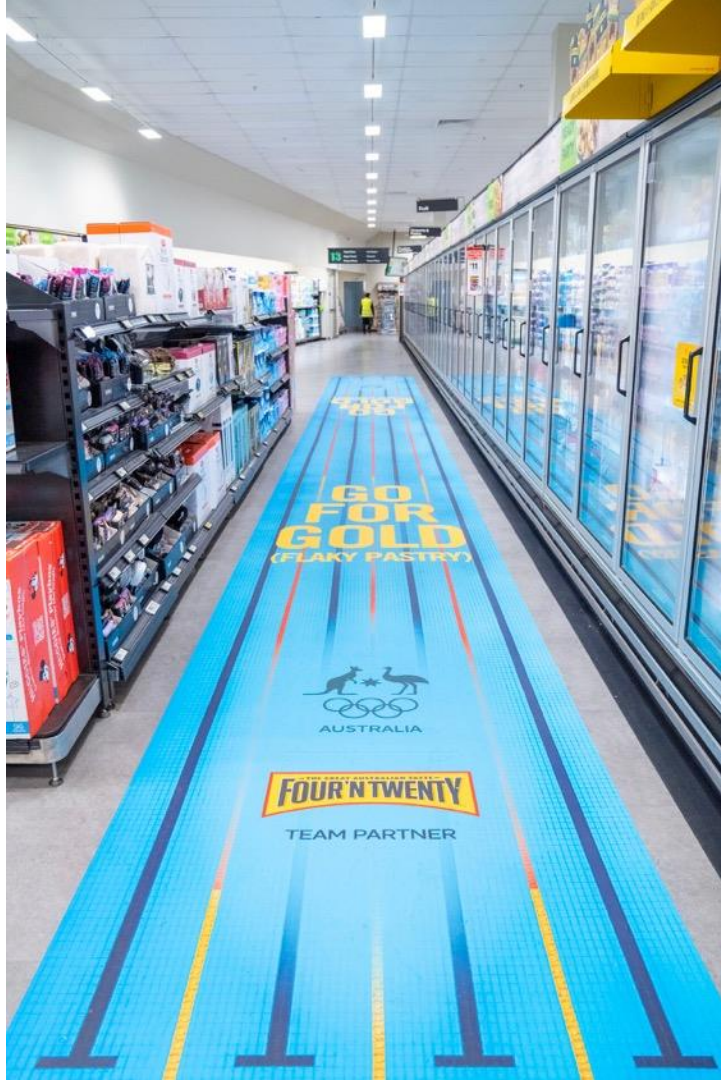


[www.everyday.com.au/rewards/competitions-offers/book-week](http://www.everyday.com.au/rewards/competitions-offers/book-week)





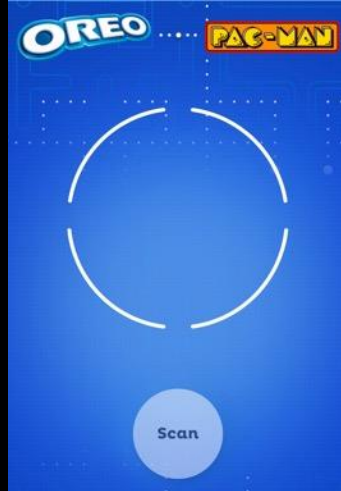








<https://pacman.oreo.com.au/>



## How to play

### Scan cookie to play

Get your hands on a special edition OREO PAC-MAN cookie. Complete the following instructions to play:

1. Click "Scan a cookie" on the start page.
2. Register with your email address and select a player name.
3. Scan a special edition embossed OREO PAC-MAN cookie with your smartphone's camera.
4. Each special edition embossed OREO PAC-MAN cookie will unlock a playable OREO PAC-MAN maze. Solve level 3 of any maze to enter the leaderboard.

[Play the game](#)



## How to master the OREO PAC-MAN game

After the initial registration with your email address, you will be asked to choose a player name. Once you've mastered level three in any of the OREO PAC-MAN mazes, your player name will appear in the leaderboards. You can log-in to your player account anytime by clicking the "Login" button on the start page.

IUP	HIGH SCORE	LVL 1
200	12344	00:00

Your objective is to direct the yellow PAC-MAN character through the mazes and to eat all PAC-DOTS in a maze. Take care that

**YOUR CHANCE TO WAKE UP & WIN!**

Major Prize **\$10K** Plus 175 x **\$500**

worth of Woolworths Supermarket eGift Cards Woolworths Supermarket eGift Cards. 25 to be won every week.

- Buy any two products from NESCAFÉ or UNCLE TOBYS Rolled Oats varieties (including Quick Sachets)
- Scan your Everyday Rewards Card (or link to your online account) in the same transaction
- Go into the draw for your chance to win

Starts 22/5/24 12:01am AEST & ends 9/7/24 11:59pm AEST



8:39

4G 22

# WE GUARANTEE YOU'LL LOVE OUR OATS – OR YOUR MONEY BACK!



UNCLE TOBYS 1KG OATS  
So good we bet your money on it!

Learn more

UNCLE TOBYS 1KG OATS: so good, we bet your ...

Sponsored





**watch with m** CLAIM A 2 WEEK TRIAL

**buy stream** CLAIM A 2 WEEK TRIAL

**WIN 3 TO BE WON A TRIP TO SEATTLE USA**

**BUY ANY STARBUCKS AT HOME PRODUCT TO ENTER**

1/2 PRICE

STREAM, SNACK, & SIP

CLAIM A 2 WEEK TRIAL

Nutella

WIN 3 TO BE WON A TRIP TO SEATTLE USA


WIN 3 TO BE WON A TRIP TO SEATTLE USA

BUY ANY STARBUCKS AT HOME PRODUCT TO ENTER

WIN 5 TO BE WON



watch  
with 

CLAIM A  
2 WEEK  
TRIAL  
  
Paramount+



**m&m's**



**buy**  
a participating  
product

**stream**  
a 2-week TRIAL of Paramount+  
for New Subscribers only. Claim at  
[www.m-ms.com.au/streamparamount](http://www.m-ms.com.au/streamparamount)

Australian residents 18+ only. Starts 13/5/24 9am AEST & ends for purchases 14/7/24 11:59pm AEST ("Promotion Period"). Offer is for a 14-day trial for Paramount+ when subscribing to a Standard Monthly Plan. Offer is available to new Paramount+ subscribers only (meaning they have not previously been a subscriber to a Paramount+ or 10 All Access, as it was previously known plan nor do they have a current, active subscription to the service). After the first 14 days, plan auto-renews at the then regular price of a Standard Monthly Plan (currently, \$9.99 per month) unless cancelled. To claim an offer, during the Promotion Period: a) purchase a participating product (see Website for list) from any M&M's retailer within Australia (includes IGA, Foodland and Ritchies and their respective online stores); and b) visit [www.m-ms.com.au/streamparamount](http://www.m-ms.com.au/streamparamount) ("Website"), follow the prompts to the Promotion claim page, and fully complete and submit the online claim form with your first name, last name, email address and state/territory of residence and upload a scanned copy or photo of the original receipt for the qualifying transaction and consent to receiving marketing material from the Promoter. Follow link in email received from Promoter and sign up to Paramount+ by providing your personal details, by 13/08/24 11:59 pm AEST. Keep original receipt(s). Max 1 claim/person. Offer must be redeemed direct through Paramount+ on [www.paramountplus.com](http://www.paramountplus.com). Full T&Cs apply, see Website. Promoter: Mars Australia Pty Ltd (tr: Mars Wrigley Confectionery) ABN 48 006 454 313, Tower 1, Collins Square, 727 Collins St, Docklands, VIC 3008.  
© 2024 Mars or Athletics.



# FIND THE TICKET & WIN\*











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SCOUT

CHANCE TO  
**WIN**  
 ★ THE ULTIMATE ★  
**VEGAS**  
*Sports Trip*

**PLUS 300**  
 MINOR PRIZES  
 TO BE WON



Pringles / All stockist - Win the ultimate Vegas Sports Trip

Start	Aug 14, 2024	Close	Sep 30, 2024
Duration	47 days	35 days left	
Category/s	Biscuits & Snack foods	Promoter	Kellogg (Aust.) Pty. Ltd.
Brand/s	Pringles		
Retailer/s	All Stockist		
Retail Industry/s	Supermarket	Open to	AUS
Offer	<p>Major Prize: 1 x \$35,000 trip to Las Vegas for the winner and one (1) friend which consists of the following: • return economy class flights for 2 people from the winner's nearest capital city to Las Vegas, Nevada; • approximately 4 nights' (depending on the sporting event cost) twin share accommodation at a 4-star for 2 people; and • a sporting event of their choice for the winner and 1 friend at Las Vegas Nevada. • Spending money (AUD\$2,000) Minor Prize 1: 100x \$25 Pringles branded beanie (one size). Minor Prize 2: 200x \$20 Pringles branded baseball cap (one size).</p>		
Purchase	Purchase any 2 participating Pringles products		
Technique	Sweep single draw		
Style/s	Sweep		
Method	Online		
Qualifier	Receipt		
Prize/gift category	Brand,Travel + Experience		
Prize/gift	Brand Merchandise,Holidays,Travel		







1:52

FARMERS UNION

tub-aware

REPURPOSING  
OUR TUB TO HELP YOU  
REINVENT  
YOUR LEFTOVERS

1:52

AA @ farmersunionyogurt.com.au

1:52

DID YOU KNOW...

IN AUSTRALIA,  
**1 IN 5**  
SHOPPING BAGS  
OF FOOD GETS  
THROWN OUT\*

Be aware of food waste. Reuse this tub to store your leftovers, and then recycle.

\*FIAL National Food Waste Feasibility Study, 2021.

**1.**  
GOT SOME  
LEFTOVERS?

@ farmersunionyogurt.com.au

1:52

**1.**  
GOT SOME  
LEFTOVERS?

**2.**  
RE-USE  
THIS TUB  
TO STORE THEM

@ farmersunionyogurt.com.au

1:52

**2.**  
RE-USE  
THIS TUB  
TO STORE THEM

**3.**  
AND REINVENT

AA @ farmersunionyogurt.com.au

1:52

**3.**  
AND REINVENT  
THEM WITH  
FARMERS UNION

Reinvention Recipes

We've created a range of recipes that can be used as a base to transform your leftovers into something delicious.

@ farmersunionyogurt.com.au

**FISHERMAN'S FRIEND®**

ENTER NOW FOR YOUR CHANCE TO PLAY TO

**WIN**  
**\$250,000**  
**PLUS INSTANTLY WIN**  
**DAILY CASH PRIZES**

Purchase any pack of Fisherman's Friend from any participating store and visit the link in our bio to enter!

Remember to keep a copy of your receipt showing Fisherman's Friend purchased during the promotion period to enter. Conditions apply, see [winwithfishermansfriend.com.au](http://winwithfishermansfriend.com.au) Promotional Period Starts 1/5/24 Ends 11:59pm AEST 31/7/24. Daily Instant Prizes. All entries eligible for Major Draw. Total value of Instant Prizes is \$5,000. Major Prize is \$250,000. Permits: NSW. TP/03170. ACT. TP23/02536. SA T23/1948.



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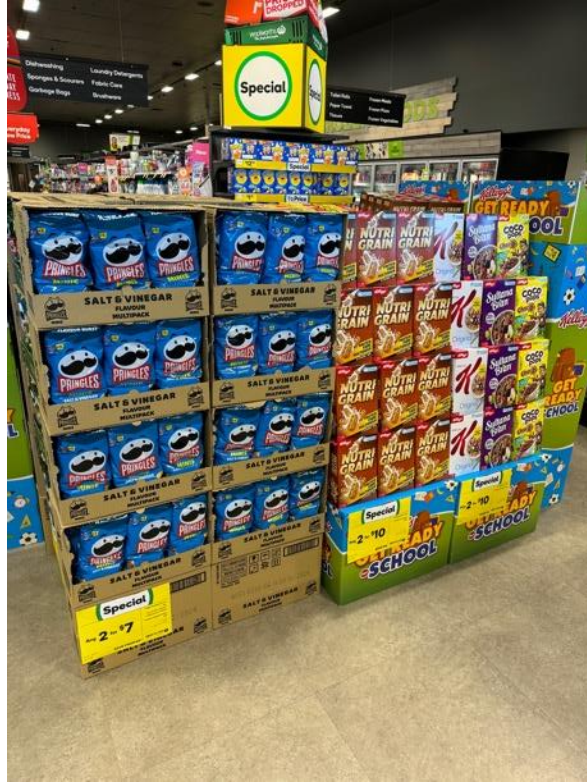


























FIND THE GOLDEN TIM TAM

WIN \$10,000 EVERY WEEK

PLUS WIN A \$500 COLES GIFT CARD EVERY DAY



BUY ANY Tim Tam pack

VISIT www.GoldenTimTam.com to enter



WIN Enter for your chance to find the Virtual Golden Tim Tam and win

Conditions apply. See www.goldentamtam.com. Open to all over 18. Starts 1/24. Ends 31/03/24. AEST. 25¢/24. Retail receipt. Limit 1 entry per transaction. Max 1 entry per person per calendar day. Weekly Grand Prize: 1 x \$10k. Digital Product Mastercard. 1 x \$500. Daily Instant Prize: 1 x \$500. Coles Gift Card 1 x \$100. 50 on hand. Weekly Prize award & ACT/SA winners of a Daily Prize published at www.goldentamtam.com on 31/12/24. Sponsor: Ansett's Bookends Ltd (ABN 44 008 435 729) of 24 George Street, North Sydney NSW 1585. Promote: NBN 10 0154. ACT 1904/0039 SA 124/102

WIN \$25K TO BE WON

TO SPEND ON A HOLIDAY!

PLUS 500 \$100 COLES GIFT CARDS TO BE INSTANTLY WON!



\*Participating products include UNCLE TOBYS Traditional Oats, Quick Oats, Quick Sachets, Breakfast Boxes and Cups.

To enter, purchase any two participating UNCLE TOBYS Oats products from Coles in a single transaction for your chance to win!

www.uncletobys.com.au/coles-win

between 01.05.24 - 28.05.24 (AEST)

\*Includes Coles supermarkets only. Coles stores that sell Coles Express outlets between 01.05.24 - 30.05.24 (AEST) All over 18+. Bonus reward. Max 1 entry per transaction. Max 1 reward per person per calendar day. Weekly Grand Prize: 1 x \$25K. Digital Product Mastercard. 1 x \$100. Daily Instant Prize: 1 x \$100. Coles Gift Card 1 x \$100. 50 on hand. Weekly Prize award & ACT/SA winners of a Daily Prize published at www.uncletobys.com.au on 31/12/24. Sponsor: Ansett's Bookends Ltd (ABN 44 008 435 729) of 24 George Street, North Sydney NSW 1585. Promote: NBN 10 0154. ACT 1904/0039 SA 124/102

SCAN TO ENTER





PROUD PARTNER OF  
**MINI ROOS**

Nestlé  
**MILO**

**WITH MUSCLE**

**15g PROTEIN**  
WHEN SERVED WITH MILK

MILO PRO contains protein to help build and repair muscle.  
Enjoy as a part of a healthy and varied diet. Nutritious boost for active lives.

Mr  
**Kipling**  
ESTABLISHED 1938

**CAKE A DIFFERENCE**

**10¢**  
DONATION PER  
PACK SOLD TO  
**Redkite**

Find our range in the bakery aisle

**HELP SUPPORT FAMILIES FACING CHILDHOOD CANCER**

**Redkite**  
For families facing childhood cancer

**DONATION PERIOD RUNS FROM 31/7/24 TO 27/8/24**

This donation by Redkite for every pack of Mr Kipling products sold at Cash supermarkets is subject to a cap of £200,000 on 31/7/24 - 27/8/24.  
Cap is a total maximum donation of \$25,000. Donated by Premier Foods Group Ltd. Subject to availability. Further details here.  
Premier Foods Group Ltd, Premier House, Cannon Business Park, 30 Abchurch Lane, London EC4N 3DF, UK. Email: [enquiries@premierfoods.co.uk](mailto:enquiries@premierfoods.co.uk)  
Donations can being made to Redkite, 100 Gifford Street, London SE16 5JL, UK. Email: [info@redkite.org.uk](mailto:info@redkite.org.uk)

You're  
**CRAVING CHIPS,**  
aren't you?

**McCain**  
**PUB STYLE**  
**EXTRA CRISPY**





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**PETROL** &  
CONVENIENCE /  
OTHER



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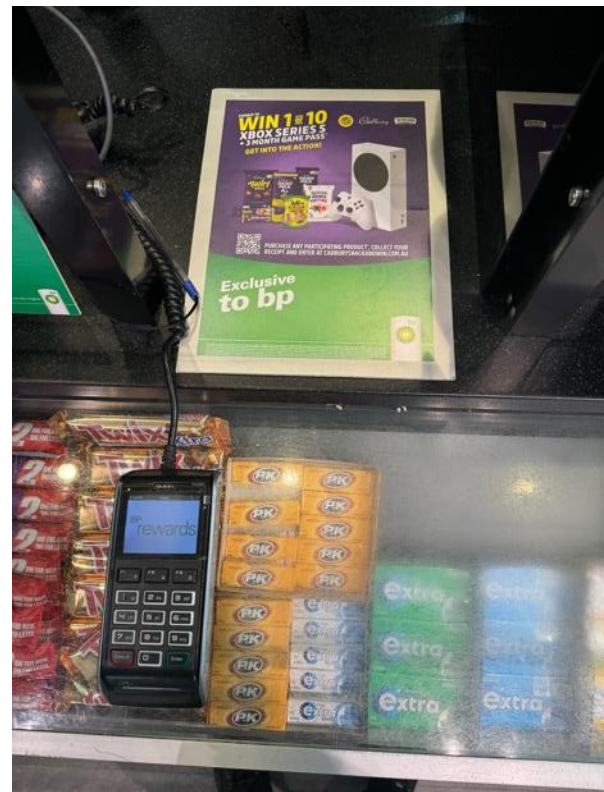
















**Win**

**1 IN 3 CARDS WIN**  
WHEN YOU BUY ANY 2X DARE 500ML

**BUY** ANY 2X DARE 500ML PRODUCTS

**SCRATCH** ENTRY CARD GIVEN AT COUNTER

**WIN** A DARE 500ML WITH A WINNING TICKET

Any 2 for **\$7.50** Save \$2

Some items may require additional purchase. Offer available at participating locations. © 2015 Mars, Incorporated. All rights reserved.

**Win here**

**SCRATCH & WIN!**  
1 IN 4 LARGE BARS WIN

Any 2 for **\$5**

Collect a scratch card when you buy any two Mars King Bars 60g - 85g

**1 IN 3 WINS!**  
A BONUS 600ML PEPSI OR SOLO PRODUCT

**EXCLUSIVE TO EG**

**PURCHASE ANY 2 600ML PEPSI, SCHWEPPE'S, GATORADE OR COOL RIDGE TO RECEIVE YOUR SCRATCH CARD**

Collect a scratch card when you buy any two 600ml cans for \$8.50

D15

**SCRATCH & WIN**

**1 IN 4 WINS**  
A FREE V 500ML INSTANTLY\*

**BUY** ANY 2 V 500ML CANS

**SCRATCH** CARD PROVIDED AT COUNTER

**WIN** A FREE 500ML CAN FOR LATER

Any 2 for **\$8.50**

Collect a scratch card when you buy any two V 500ml cans for \$8.50

\*Some restrictions apply. See Scratch cards and winning tickets for full details. © 2015 V, Inc. All rights reserved. V, Inc. is a trademark of V, Inc. and is used herein under license. V, Inc. is not responsible for any errors or omissions. Offer available at participating locations. © 2015 V, Inc. All rights reserved. © 2015 V, Inc. All rights reserved.











The calendar's  
hottest events  
just got cooler  
with this prize.



Hi Owen,

Our ever-popular **Retro Shell Fuel Pump Fridge** is back – just in time for all the sporting festivities!

Inspired by the classic 1960's Backmetre Bowser fuel pump design, this 237-litre fridge is perfect for get-togethers, and you, our awesome subscriber, have the chance to win this masterpiece. That's not all – you will also receive a **\$500 Shell Coles Express gift card** to help stock your new fridge with!

We're also giving away heaps more gift cards – **thirty (30)** of our lucky runner ups will each win a **\$100 Shell Coles Express gift card**.



Retro Shell Fuel Pump Fridge +  
\$500 Shell Coles Express  
Gift Card



One of thirty \$100 Shell Coles  
Express Gift Card



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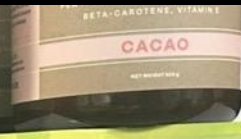




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Scan to learn benefits of plant based

BONVIT PSYLLIUM HUSKS 500g NET \$17.99

PLANT PROTEIN VANILLA 500g NET \$36.99

PLANT COLLAGEN BOOST 500g NET \$44.99

Plant Based Protein Powder \$39.99



Ensure 30% GREATER STRENGTH IN 30 DAYS

Ensure TO RECEIVE \$5 CASH BACK ON YOUR FIRST PURCHASE, SCAN THE QR CODE

Ensure STAND FOR STRENGTH \$39.99

Abbot

Ensure 30% GREATER STRENGTH IN 30 DAYS \$39.99

Abbot









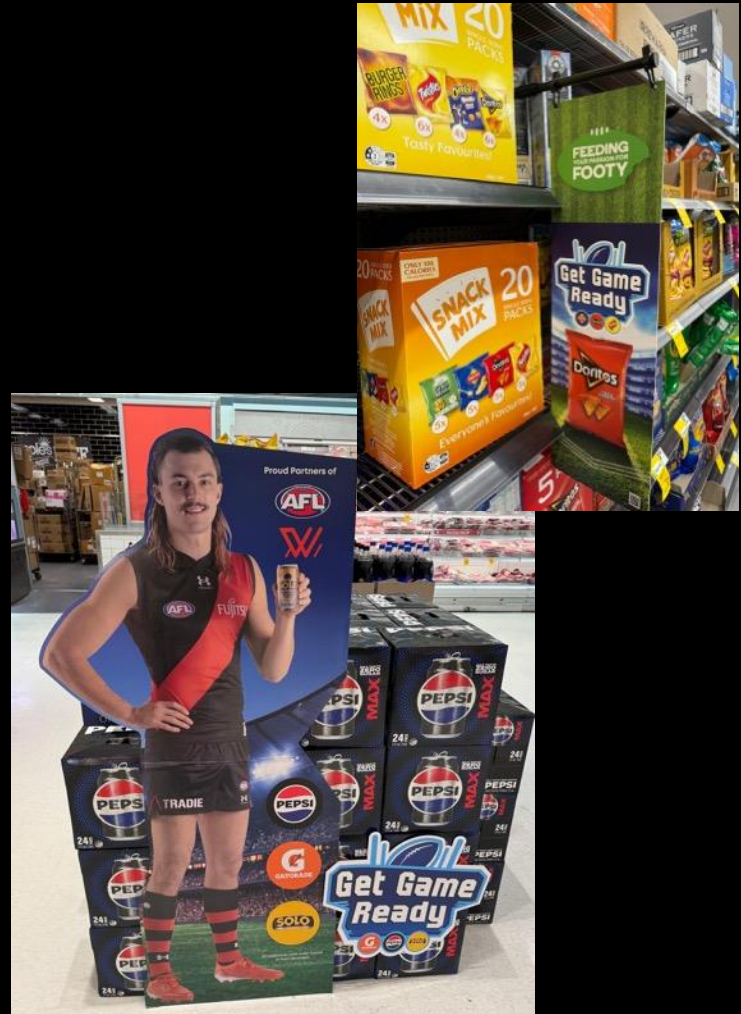
# FOOTY FINALS ACTIVITY



platoon

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# Get Game Ready



Enjoy the perfect line up for Footy Finals









**WIN**

Spend \$20 or more on eligible fuel or in-store products for a chance to win\* tickets to the 2024 Toyota AFL Grand Final

**BONUS ENTRY**

With any Pepsi, Solo and Schweppes varieties in your \$20 spend

AFL Authorized GF Promotion: GFAP124/44

**AFL TOYOTA GRAND FINAL**

\*Excludes, limitations and T&Cs apply. See shop and store for full details, promotional period, offer terms and conditions. Permit NSW Authority N413/2023-2024. ACT Permit No. 2024/0101. SA Permit No. 124/2024. AFL Authorized Grand Final Promotion Code: GFAP124/44. Visit [afl.com.au](http://afl.com.au) for details. 24934045C001 Renewal 04/09/2024

**WIN at coles**

ENTER FOR A CHANCE TO

**WIN AN END OF SEASON TOUR TO LAS VEGAS**

WITH

**BUY ANY 2X CANS OR 4 PACK OF MONSTER ENERGY**

**SCAN OR CODE AND UPLOAD YOUR RECEIPT TO ENTER!**

**2 TRIPS TO BE WON**  
OR 100 MONSTER ENERGY BUCKETS





# SCORE BIG WITH EVERY BITE

**Dairyworks**  
-NEW ZEALAND-  
NATURAL CHEESE SLICES

**Dairyworks**  
CHEDDAR  
NATURAL SLICES  
MAKES 20 BURGERS  
MAKES LIFE BETTER!

# McCain HOME GROUND ADVANTAGE

**McCain**  
PUB STYLE  
EXTRA CRISPY

# CRUNCH TIME at HALF TIME

**McCain**  
GOLDEN  
CRUNCH  
Lattice  
CRISPY POTATO CHIPS

If you need more convincing

An eye for good  
**BIRDS EYE**

# coles footy finals

**Food to share**  
BBQ ideas & from-scratch sausage rolls

**Your perfect platter**  
How to build the ultimate cheese board



party drinks • Snacks for the game

## The Perfect Entertaining Combination These Footy Finals



**Unicorn Classic Camembert** | 125g  
Handcrafted in Australia, New South Wales

**Obela Hommus** | 200g  
Roasted Chickpea Dip

YO  
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**HELLMANN'S**  
PERI PERI SAUCE FOR SAUSAGES  
250g e

**HELLMANN'S**  
PUB STYLE AIOLI  
250g e

**BRING OUT THE BEST FOR THE FOOTY**

**HELLMANN'S**  
EST. 1913

Chil  
SERV  
USIN  
Cook  
1.2kg  
Ter  
6 Co  
Be  
1 lbs  
1/4 c  
2 lb  
4 g  
1 kg  
1 lb  
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# GAME DAY FAVOURITES

**PATTIES PARTY PIES**  
ORIGINAL BEEF

**PATTIES CRUMBED BITES**  
CHEESE & GARLIC

**NEW at coles**

**FOUR 'N TWENTY ANGUS BEEF & POPOVER PIE**

**FOUR 'N TWENTY ANGUS AUSSIE BEEF**

FIND US IN THE FREEZER AISLE

**DON**  
Is Don. Is Good.  
SINCE 1940

## MADE FOR FOOT AT HOME

Grab your favourite DON Franks, Kabana and Skinless Cocktail Franks for a delicious game-winning feed at home.

**FOUR 'N TWENTY FORTY FRANKS**

FROM THE DELI & CHILLER

# POP. cheer. Try Time!

**PRINGLES ORIGINAL**

**PRINGLES SOUR CREAM & ONION**



**LIQUOR** &  
**LICENSED**

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platoon.

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Great Northern Brewing Co.

Sponsored ·



Purchase any case of Great Northern Original, Super Crisp or Zero cans or bottles in store between July 4th and July 17th and get \$2.70 selected Smith's Chips.

**MATCH MADE IN HEAVEN**

\$2.70 SMITH'S CHIPS 170G WITH ANY CASE PURCHASE OF GREAT NORTHERN BEER\*

**PURCHASE ANY CASE OF GREAT NORTHERN ORIGINAL, SUPER CRISP OR ZERO CANS OR BOTTLES BETWEEN JULY 4TH AND JULY 17TH AND GET SMITH'S CHIPS 170G FOR \$2.70**

\*T&CS APPLY FOR PEOPLE OVER THE AGE OF 18 ONLY

[danmurphys.com.au](http://danmurphys.com.au)

Available in-store only

Head in-store to Dan Murphy's today

Shop now

7:55 📶 🔋 100

 VB Sponsored

Every case wins. Grab a specially marked slab and enter online to score your Mitre 10 or Home Hardware e-voucher.

T&Cs apply. <https://www.victoriabitterpromotions.com.au/mitre10>



victoriabitterpromotions.com.au  
**VB X Mitre 10** Learn more  
 Details on website

👍 Like    💬 Comment    ➦ Share

👍 393

21 shares

📷 Write a comment... 

7:55 📶 🔋 100

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Every case wins. Grab a specially marked slab and enter online to score your Mitre 10 or Home Hardware e-voucher.

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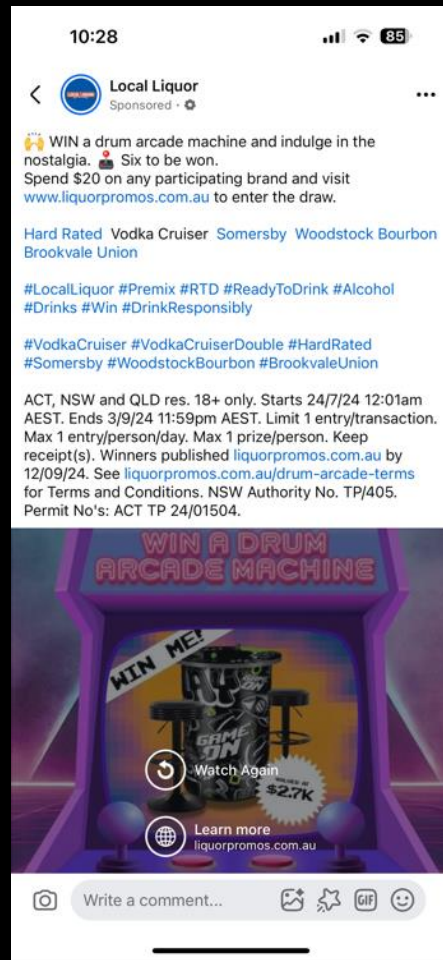
victoriabitterpromotions.com.au  
**VB X Mitre 10** Learn more  
 Details on website

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👍 393

21 shares

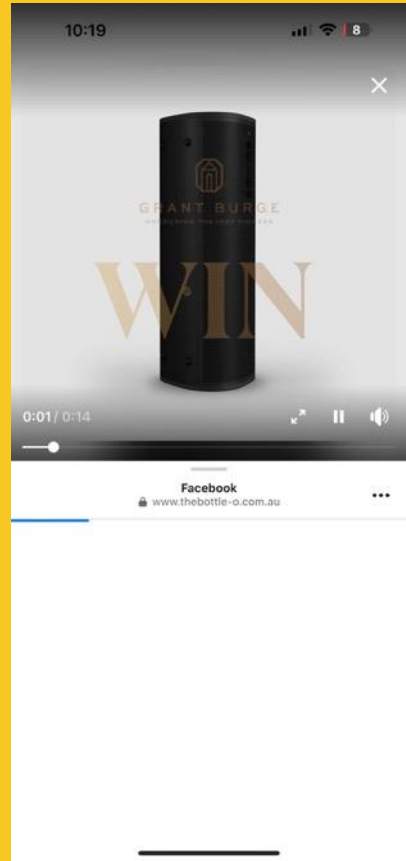
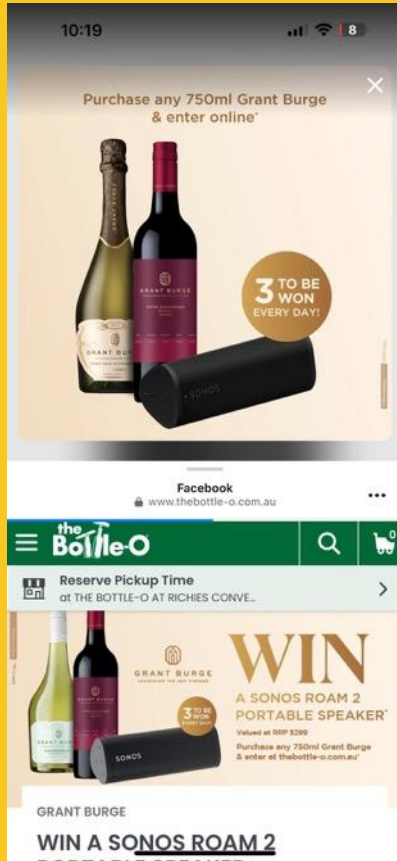
📷 Write a comment... 



**WIN**  
**A UFC WATCH**  
**PARTY KIT**

**10**  
**TO BE**  
**WON**






Cellarbrations  
Sponsored

Crack open The Cellarbrations Win Cellar and start playing Spin & Win for your chance to win one of 4 major prizes or pick up some everyday instant wins!

Loads of everyday winners, guaranteed!



The graphic features a central 'WIN CELLAR SPIN TO WIN!' text with a red and white striped wheel. Surrounding the wheel are four prize categories: 'COCKTAIL PALLET DISCOUNTS ON EVERY PARTY', 'WANTING THE LUXURY ONLINE EXPERIENCE', 'THE ULTIMATE BALZER TRAVEL PACK', and 'FINISH THE GEMING & BRAWNY EXPERIENCE'. A 'PLAY NOW' button is prominently displayed with the text 'NO PURCHASE REQUIRED' and 'Choose to DrinkWise. T&C's apply'.

cellarbrationsspintowin.com.au  
Cellarbrations Win Cellar

Like Comment Share

589

10:22

IGA Liquor  
Sponsored

Win a JBL Partybox 710  
Purchase any -196 4pk or 10pk and enter online for your chance to win. T&C's Apply.18+ only



The graphic shows a JBL Partybox 710 speaker next to a '196' cocktail pack. Text reads: 'WIN A JBL PARTYBOX 710 PURCHASE ANY 4 OR 10 PACK OF SUNTORY -196 AND ENTER ONLINE FOR YOUR CHANCE TO WIN'. A 'Learn more' button is visible.

<https://jblspeaker.minus196.com.au/>  
Win a JBL Partybox 710

Like Comment Share

104

3 shares

Most relevant

Write a comment...

7:31

Instagram

iga\_liquor  
Sponsored



The graphic features a 'WIPE & WIN' board with 'COOL WINNINGS' text. It displays various liquor products and a 'PLAY NOW' button. Text includes 'NO PURCHASE REQUIRED TO PLAY' and 'T&C's apply. Drink Wise.'.

Learn more

26 likes

iga\_liquor Play IGA Liquor's Cool Winnings and have your chance to win one of 4 major prizes or instantly win a... more

View all 2 comments

moistbuddha

platoon.

SCOUT

 **The Bottle-O**  
Sponsored · 

Join thousands of Aussies playing The Bottle-O... See more



**the Bottle-O bonanza**  
scratch & win!

win big with hundreds of daily instant win prizes  
**+4 major prizes to be won**

**no purchase required**

**play now**

\*t&cs apply  
Choose to DrinkWise.

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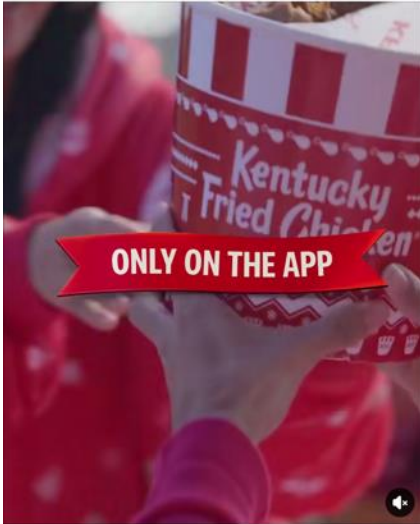
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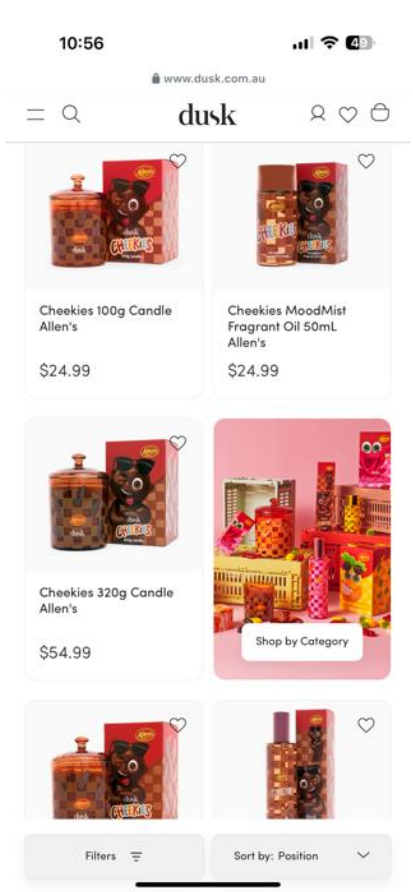
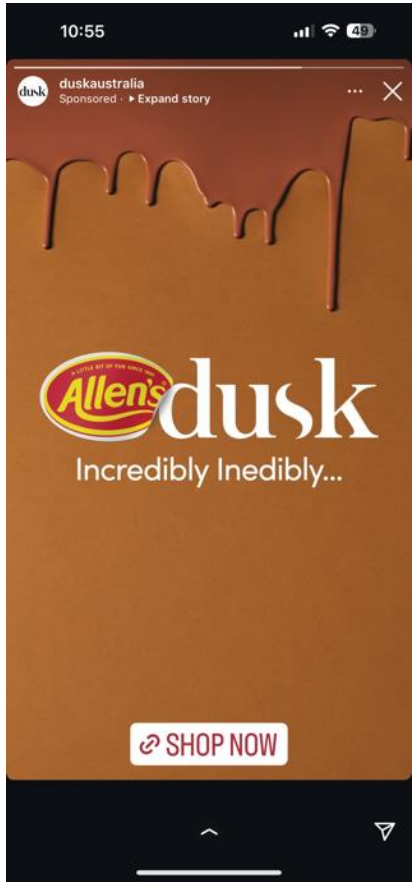
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**KARLA WHEELER**

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