

A touch of indulgence



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Bakers and Pyotts recently launched their 2006 Celebrate! Range of biscuit products, themed for the festive season in packaging designed by Paton Tuper. "The combination of innovative new products, value-added offerings as well as the exciting gifting range, with its definite African feel, offers consumers massive choice for the holiday season. The launch is being supported by innovative in-store elements, which extend the celebration theme and is aimed at peaking consumer interest in the range," comments Sarah Band, project leader - Christmas.

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