

Coming up roses



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In order to attract young confident consumers, Five Roses ran a print campaign in the September 2006 *Cosmopolitan Lingerie* issue and the November 2006 *Sports Illustrated Swimsuit* edition as well as in *Future Choice*, a student publication which is distributed to twelve key campuses across South Africa. "With summer holidays around the corner we are maximising our efforts to reinforce the position of the Five Roses and Freshpak ice tea brands as the ideal summer refreshment," says Sarah Millar, junior brand manager alternative beverages.

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