

# PROGRESSIVE

ISSUE	FOOD	NON - FOOD	REASERCH
<b>February</b>	Chocolate Tablets	Toilet Soap	Plain Yoghurt and Fresh Milk
<b>March</b>	Cereals	Shampoo	Dishwashing Detergents
<b>April</b>	Olive Oil	Deodorants	Sugar Sweeteners
<b>May</b>	Bottled Beer	Anti - cellulite Products	Laundry Detergents
<b>June</b>	Ham	Paper Products	Soft Drinks
<b>July/August</b>	Chewing Gums	Shower Gels	Snacks, Chips & Croissants
<b>September</b>	Coffee	Fabric Softeners	Sweet Biscuits
<b>October</b>	Dairy Desserts	Face Skin Care	Spices
<b>November</b>	Waffers	Toothpaste	Butter and Margarine
<b>December</b>	Alcohol	Hair Colorants	Packed Nuts

## Supplements:

<b>March:</b>	Easter
<b>May:</b>	Nutrafood
<b>October:</b>	In-store Communication
<b>November:</b>	Christmas Catalogue

## Target Supplements:

<b>April</b>	<b>Beauty Care</b> will be distributed to specialized cosmetic stores, pharmacies with cosmetics sections and cosmetic buyers in all Key Accounts in the country
<b>June</b>	<b>Summer Edition</b> will be distributed to all retailers on the seaside and Key accounts in the whole country