

BOLDER TASTE, ZERO CALORIES

Take a sip of the future with Pepsi Black

PEPSI recently debuted a “drink of the future”, Pepsi Black, which offers a bolder taste and zero calories.

In encouraging Malaysians to “drink the future now”, the carbonated drink company has partnered with Shell to launch the “Futuristic Monobike” contest.

To be in the running to win prizes, consumers must go to the nearest Shell Select outlet and buy two bottles of Pepsi Black PET 400ml in a single receipt.

Then, they must answer a question by sending the answer via WhatsApp, together with their details and a clear photo of the receipt as proof of purchase.

Prizes up for grabs include the Pepsi Monobike for two grand prize winners, five Macbook Air 128gb for first prize winners, five iPhone 8 64Gb for second prize winners and RM100 cash vouchers for 100 consolation winners.

But, each participant is allowed

to win only one prize throughout the contest period, which ends on Monday.

For information on the contest, visit <http://www.etikaholdings.com/contest-and-promotions>.

Pepsi wants Malaysians to “ride the future” while enjoying a great cola taste with no calories.

“This contest has excited consumers.

“We want to reward them with ‘prizes of the future’ in celebration of the creation of our new and innovative cola beverage,” said Etika Sdn Bhd marketing vice-president Santharuban T. Sundaram.

“On behalf of the new unparalleled recipe and formula, we want consumers to look forward to the satisfaction derived from the new Pepsi.”

Pepsi will hold sampling sessions at selected colleges and universities across Klang Valley.



A student riding on the Futuristic Monobike. Pepsi will hold sampling sessions at selected colleges and universities across the Klang Valley, where fans stand a chance to ride the monobike.

Fans can purchase the new Pepsi PET 400ml at only RM1 to ride on the monobike.

The institutions involved include Universiti Teknologi Mara (UiTM) Shah Alam, UiTM Puncak Alam, Universiti Malaya, Universiti Kebangsaan Malaysia, Universiti Putra Malaysia, International Islamic University Malaysia, Universiti Tenaga Nasional Kajang,

Universiti Tunku Abdul Rahman Sungai Long, Sunway University, Taylor's University Lakeside Campus, INTI International College Subang, KDU University College in Glenmarie, HELP University, UCSI University in Cheras and First City University College in Bandar Utama.

To enjoy Pepsi's bolder taste, consumers can find the new Pep-

si in various forms — a 320ml can, a four-can pack (320ml), and 400ml and 1.5L PET bottles.

The product is available nationwide at major retailers, hypermarkets, supermarkets, convenience stores and provision shops.

For information and updates on future Pepsi campaigns, visit: <http://www.etikaholdings.com/our-brands#Pepsi>.