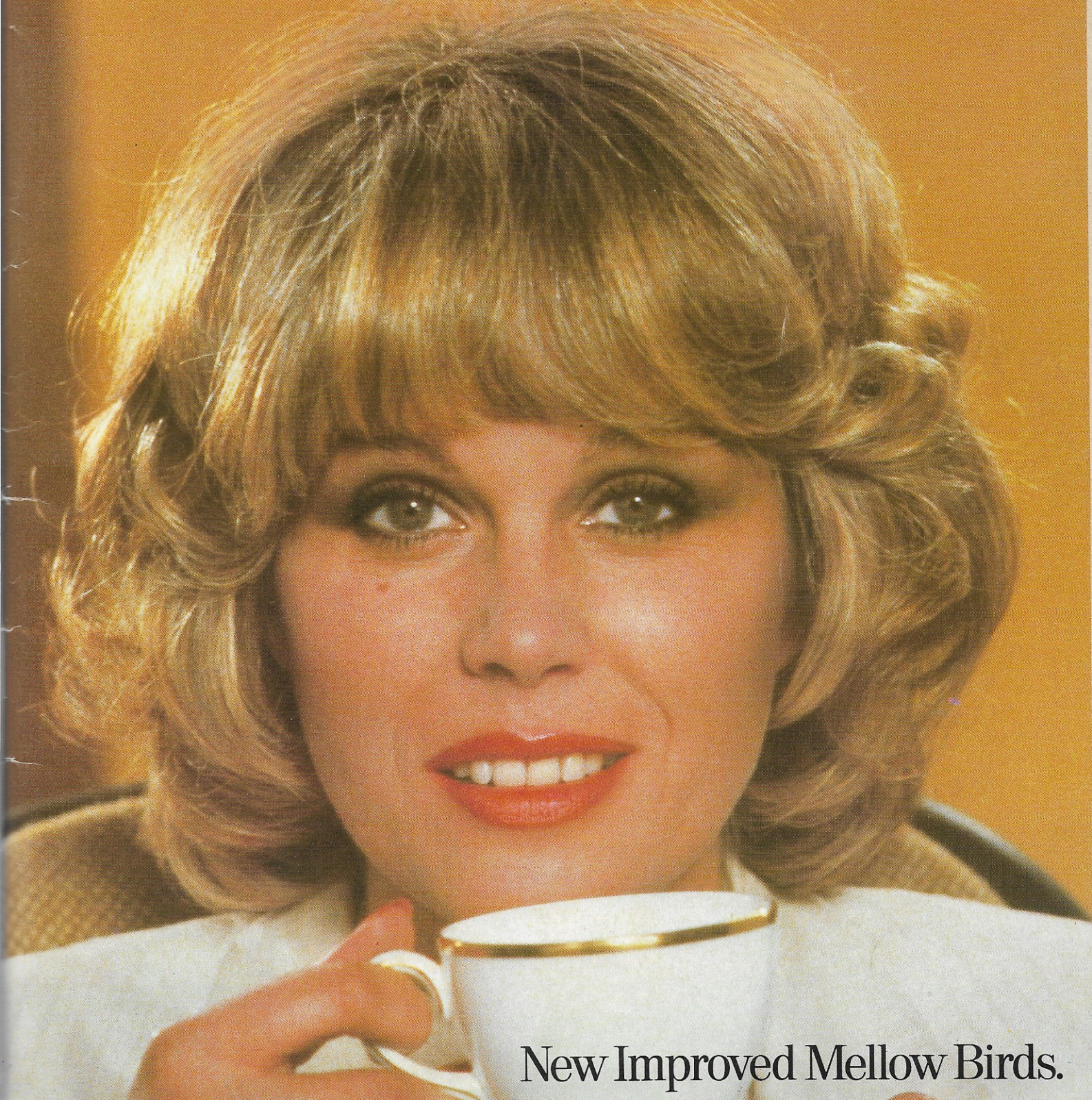


THE GROCER

15p

AUGUST 28, 1982

"I think it's a lovely cup of coffee and I think you'll think so too."



New Improved Mellow Birds.

SHOPWISE

and enjoy much
more flavour with
Mellow Bird's

**WIN THE BIGGEST
CHRISTMAS
STOCKING EVER!**

**Phone the Buttermen
for £10,000 worth
of prizes**

*Free Mills & Boon
romances*



**COUPONS FOR BIG
SAVINGS INSIDE**

Shopwise for Christmas With Joanna Lumley

Welcome to this new edition of Shopwise and my chance to wish you a very Mellow Christmas!

Inside you will find lots of interest. New special offers, prize draws, competitions and more savings off some of your favourite grocery brands.

So settle down and relax with a cup of Mellow Bird's and take a good look.

MORE FLAVOUR WITH MELLOW BIRD'S INSTANT COFFEE

When they asked me to talk about New Mellow Bird's coffee, I said "No thanks, not my kind of coffee".

But then I tried it and here I am — it really does have more flavour.

They tell me that the secret is a better quality of beans that are ever so slowly mellow-roasted, for a richer, smoother coffee flavour.

I have changed to Mellow Bird's
— Why don't you try it too?

Joanna Lumley



SAVE 10p OFF any purchase at

WHSMITH when you buy one jar of Mellow Bird's Instant Coffee

Here's a simple way to save with Mellow Bird's. Just cut out the weight declaration from any size label from a jar of Mellow Bird's instant coffee and stick it down on the box provided on the coupon below. Then cut out the coupon and take it to your nearest branch of W.H. Smith* and hand it over at checkout as part payment for your purchases.

Simple savings on the spot.

You can use your coupon to save money off the vast range of top quality goods stocked by W.H. Smith including books, magazines, stationery, toys, records and tapes, audio, video and photographic equipment, plus lots more.

*Excludes W.H. Smith bookstalls and airport branches.



Cut this box from any Mellow Bird's coffee jar label and stick on coupon below.

COUPON TO SAVE
10p OFF
ANY PURCHASE
AT



WHSMITH
Excludes W.H. Smith bookstalls and airport branches

WITH
Mellow Bird's
Instant Coffee

TO THE CONSUMER: Cut the weight declaration from any label from a jar of Mellow Bird's instant coffee and stick it down in the box provided below. Then take this coupon to your nearest branch of W.H. Smith* where it will be accepted as part payment of 10p towards any purchase. Coupons cannot be exchanged for cash and no change can be given.

*Excludes W.H. Smith bookstalls and airport branches.

VALID UNTIL 31 JANUARY 1983

Not valid
unless proof
of
purchase
stuck here.