

Grab Mr Value Health Deals At Unity

By Nicolette Yeo

When it comes to healthcare essentials, I've always been more of a convenience shopper, that is, buying from places near my home or workplace. But since a couple of months ago - on National Day to be exact - I discovered that it truly pays to be loyal. I had dropped by the NTUC Unity Pharmacy at Great World City to get Jorubi Aloe Vera Gel. A cheery smiley-face icon instantly drew my attention to its low price at the counter so I quickly snapped up three tubes!

I found out that Jorubi Aloe Vera Gel is one of the 50 healthcare essentials that are offered at the lowest possible price at Unity as part of their ongoing Mr Value programme which started on 9 August 2010. I was also told that should I come across an item sold cheaper at another GST-registered retailer, Unity would give me a refund of the difference. Now how could I resist such value?



Vanessa Teo

What I really like about Mr Value is the wide range of health supplements, over-the-counter medication, skincare and personal hygiene products on offer because I can always find something to suit my or my family's needs.

Three weeks ago, I stocked up my office 'medicine cabinet' with Enervon C Tab for that boost of energy and Decolgen Non-Drowsy Caplets for any onslaught of headaches or flu. Then, last week before I met my family, I picked up NeutriCare All Natural Mosquito Repellent Patch for my husband to relieve the mosquito bites he had just sustained; Eucerin Wash Lotion for my mum who has sensitive skin; and Olatum Soap for my dad who has dry skin.

What's more, I can also earn LinkPoints, which can then be used to offset future purchases at Unity. Mr Value is truly win-win for my family and me!

Mr Ryan Cheong, Chief Executive Officer of NTUC Healthcare Co-operative Limited, disclosed that Mr Value was launched with two healthy objectives in mind.

"We have always priced our healthcare essential items at affordable prices. And to bring greater awareness to our efforts, we've introduced Mr Value to help our customers to better spot and identify these value items."

"Currently, Mr Value helps highlight 50 items at our stores, and Unity has over 25 per cent market share of these essentials. We will definitely monitor these essentials and will progressively increase the number of items in order to grow our market share to benefit more



customers and have a greater social impact."

To date, nearly two months into the launch of Mr Value, response has been positive as customers appreciate Unity's commitment to better value. Customers are also particularly pleased with the selection of items which were specially chosen to include popular essentials that would present optimal cost savings.

Mr Cheong added that NTUC Healthcare will "continue to improve its offerings and services so that we can be a more effective partner in the community, to help individuals and families get well, stay well and age well so they are able to live life to the fullest."

Mr Value items are available at all Unity Pharmacies. For a list of locations, please log on to www.ntuhealth.com.sg/group/unity/locations/

Wine With Chilli Crab? Why Not?

By Nicolette Yeo

Talk about having your cake and eat it too. Or in this case, having your wine and drink it too. Wine connoisseurs will now have the delicious option of wining and dining with their favourite Singaporean dishes. NTUC FairPrice has launched an online wine pairing application that ensures black pepper beef, mutton murtabak and, yes, even chilli crab will taste wonderful with Cabernet Sauvignon or Chardonnay.

Wine Finder will introduce you to a world of wine, including the largest range of wines from around the world; food and wine pairing recommendations; wine tips from resident wine educator Mr Lim Hwee Peng, CSW, Singapore's

first certified wine professional; and suggestions from fans for every taste and budget.

Being an online application means you can check Wine Finder on-the-go - even while shopping for your dinner party at FairPrice supermarkets. This saves you the time and hassle of figuring out what to get, and you will make the right choice every time. Plus, it is really easy to use and will soon be available for iPhone and iPad.

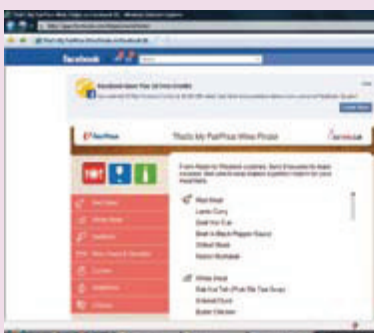
Step 1

Log on to That's My FairPrice Facebook page (www.facebook.com/thatsmyfairprice or www.whatsupatfairprice.com.sg)



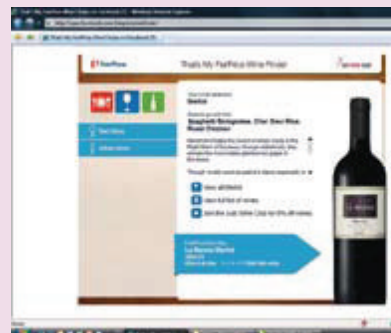
Step 2

Select either "Wine To Go With Food" or "Food To Go With Wine". The former function is suitable if you have already planned the menu and want to know what wine to pair with it. Dishes range from red meat to curries. Also included is an array of Western dishes to give you more options. The latter function is more appropriate if you have picked the wine first - be it red, white or sparkling - and are wondering what dishes will go best with it.



Step 3

Once you have made your selection, it is time to get started! Both functions comprise a suitable recommendation of wine types such as Riesling or Merlot, a "Best Buy" at FairPrice supermarkets complete with ratings, the full list of recommendations as well as the price list and product availability. You will also have the option of joining the FairPrice Just Wine Club to receive a generous eight per cent off all wines, plus other benefits.



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Picked the Facebook page to use Wine Finder? You will also be able to talk shop with the nearly 30,000 fans about wine and other FairPrice-related news. Plus, you can post your questions about FairPrice's products and services and the friendly FairPrice Facebook team will be more than happy to respond to your queries.