

Branded Social Media Engagement, Key Learning and Continuity

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Ellio's "SEASON'S EATINGS" Sweepstakes

Win one of 40 Great Prizes including Cash, Gift Cards, Ellio's Merchandise and Free Ellio's Pizza!



Click on the doors below & enter for your chance to WIN great prizes!

Nov 21	Nov 22	Nov 23	Nov 24	Nov 25
Nov 26	Nov 27	Nov 28	Nov 29	Nov 30

Win one of 28 great prizes including cash, gift cards, Ellio's merchandise and Free Ellio's Pizza




Click on the daily prize squares below and enter for your chance to win great prizes!

Entry Form | Details | Official Rules | Privacy Policy




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HELP ELLIO'S CELEBRATE OUR 50TH BIRTHDAY, GET AN INSTANT COUPON!



Sign Our Birthday Card
GET A \$1.00 COUPON!

CLICK HERE




Ultimate Sports FAMILY FAN-TASY SWEEPSTAKES



The "Ticket" To Family Fun For Your Customers And...
Increased Sales & Profits For Shaws!




THE Place to score **BIG** savings and even **BIGGER** prizes for the **BIGGEST** game of the year!

THE GOAL: Team up with Target to help win market share and generate incremental Ellio's Pizza lift during this key volume period

ELLIO'S BIG GAME SAVINGS: 4 weeks of aggressive TPC to drive incremental sales and communicate Consumer Sweepstakes Offer

- \$.25 per unit additional scan:
 - 2 Week TPC - 2/\$5** (1/13 - 1/26) @ 24.4% Margin
- \$.60 per unit additional scan:
 - Pre Super Bowl Week TPC - 2/\$4** (1/27 - 2/2) @ 23% Margin
 - Circular Ad Super Bowl Week - 2/\$4** (2/3 - 2/9) @ 23% Margin

Current EDLP Program
List Unit Cost - \$2.77
EDLP Unit Allowance - \$.63
EDLP Unit Cost - \$2.14
\$2.99 Retail @ 28.6%

