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COPYWRITING SAMPLES SHORT FORM - RETAIL

Jack Links

Beef Jerky? I don't think so....plain old beef stick? Not a chance. There's a reason people choose Jack Links Tender Bites for a meaty snack. They are made with delicious quality beef with the perfect amount of seasoning. Tender and juicy, how can you resist? For a limited time Jack Links Tender Bites in Original and Teriyaki are only \$5.99 a bag, you save one dollar.

F'real Milkshakes

You don't have to wait for the fair to enjoy the sweet spun flavors of cotton candy. Try the new Cotton Candy Shake from F'real Milkshakes. Fun, fluffy cotton candy flavor blended to perfection in a rich, creamy shake. Cotton Candy is just one of the many delectable flavors to choose from. Try all the F'Real Milkshake flavors, here at Loaf N Jug.

Doritos

There's only one snack chip that can deliver that extreme burst of nacho flavor in a crunch that measures on the Richter scale – Doritos. Right now is the time to grab your favorite varieties of Doritos tortilla chips. 9.5 to 11.5 ounce bags are 2 for \$6, singles at regular price.

Havertys

Our Store, Your Style: You've picked up the perfect art deco lamp at the city flea, an antique oriental rug from Great Aunt Fern, and a rustic coffee table hand made by that guy down the street who works wonders with fallen trees. How do you pull them together? Ask a Havertys design expert. We will work with you to find the perfect fit to arrange your living space the way you've always dreamed. We can even help you design your own Custom Choice furnishings. Havertys – Decorate your life.

In-Store Inspiration: Design magazines and catalogs are a great way to get ideas for your creative space, but it's even better to do it in person. Join us at Havertys for our in-store inspiration sessions, where we'll explore design arenas you've only dreamed about. Ask our associates for our next in-store inspiration date. We hope to see you there!

Monster Mutant

Brace yourself for a soft drink that can only come from Monster Energy – Mutant. This freak of nature is the energy super soda you've been waiting for – great tasting, refreshing soda with the energizing effects you can only get from Monster. Right now, get 2 Monster Mutants for only \$3.50.

Monster Energy Drink

Unleash your inner beast with Monster Energy, the heart pumping, high jumping, take no prisoners, energy drink so intense it's scary. Right now, all 16-ounce Monster cans are 3 for \$5.50.

Unicorn Cappuccino

It's back! The unicorn cappuccino – a magical cotton candy flavor experience that will take your taste buds for a ride over the rainbow! Like the mystical, majestic horned horse, the unicorn cappuccino could disappear at any time, so hurry in while supplies last!

Corvette

No other vehicle on the road today holds the same legendary mystique, power and prowess as the Corvette. [SFX: revving engine]. You know you can't help but stare anytime a Corvette drives by.

You sneak a peek in those tinted windows when you pass one in the parking lot. There's just something about a Corvette. But you won't know it for certain until you've lived it. Ask your sales representative to get you behind the wheel of a Corvette today. We can't get enough of them, either.

General Motors

You can't keep a good car down, and GM is here to stay! We are the NEW General Motors. We are a company of diverse brands, selling over 7.5 million vehicles in more than 120 countries worldwide. We are excited about what the future has in store, and we welcome you along for the ride. [SFX: revving engine]

Twinkies

Who doesn't like the spongy goodness of a classic, iconic Twinkie? (pause). Seriously? (pause) You don't like Twinkies? What is wrong with you? Okay, maybe you don't like yellow cake-flavored Twinkies, but now they've got 'em in chocolate and strawberry varieties. Now at Timewise, you can try them both for just \$2.22.

Jack Link Squatch Sticks

[SFX: Growling] What will tame an abominable appetite? A sasquatch-sized snack! Turn to a Jack Link's Squatch Stick to tame your wildest hunger. 2.2-ounce XXL Jack Link Squatch sticks in Original and Mild, are 2 for 2 dollars.

Honda

Dogs, kids, snow, rain, mud – if you have feet, you need all-season floor mats. Protect your original Honda carpet with the heavy-duty grooved rubber floor mats that easily trap all dirt, debris and muck, and hose off just as easily. Look for them in our accessory department.

Nestle Pure Life

Have you heard those stories about motorists trapped in a snowbank for days, surviving only by drinking the condensation from their driver's seat window until rescue crews arrived? Don't be stuck licking your windows. Stock up on a 20-pack of Nestle Pure Life bottled water for only \$2.99 and stash a couple in your glove box. Keeping you informed, safe, and hydrated – that's Fasmart.

Aston Martin

Production is confirmed. The V2 Zagato will go into production with a strictly limited run of 150. This one-of-a-kind sports vehicle is really too special to be called a sports car. That's why it's called an Aston Martin. Let us know if you are interested in more information on this limited edition. Not everyone can own one, but everyone can admire yours.

Edible Arrangements

Just look at that beautiful fruit arrangement you're picking up. All that perfectly ripe fruit just bursting with mouth-watering juiciness. Face it, this arrangement may not make it home intact. But before you take that forbidden bite, did you know you can create your own fresh fruit salad or grab a parfait with layers of fresh fruit, low-fat yogurt and granola right here in the store? You can even top it off with hot fudge, whipped cream and nuts for a custom FruSundae (FROO-SUNDAY). Order one for the ride home. "Fruit Experts since 1999"

What makes an Edible Arrangement that much more delectable? Fudge dipping sauce. When you present your Edible Arrangement bursting with fresh strawberries, pineapple, melons and more, what better way to top it off than a rich, decadent fudge dipping sauce? Be sure to add a jar to your order. "Happiness is always in season"