Become A BreadTalk Millionaire

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The bakery outlet BreadTalk has come up with an exciting promotion where you stand a chance to win 50,000 rupees every week and a whopping one million rupees in the final draw. The promotion which runs until the end of September will also award a further 50,000 rupees to the two runners-up in the final draw. The total amount given away during this promotion will be 1.5 million rupees.

Since the franchise opened in Sri Lanka a little over a year ago, BreadTalk has become a popular outlet serving a range of customers. Primarily serving baked products, the outlets in

Sri Lanka have also introduced some local flavours including ‘Fire Curry’ – a rice pack that gives you a distinctive food experience.

Although targeting to open three outlets, BreadTalk opened five in the Colombo area within 14 months of coming into the country. The outlets are presently located in Lipton Circus, Park Street, Thimbirigasyaya, Bambalapitiya and the World Trade Centre.

Managed by FoodBuzz, the Singapore based franchise BreadTalk has also redefined the bread industry by combining efficient service and an innovative range of products. As such, the local franchisees are pleased with the progress made so far, and especially the response to the brand from a broad range of patrons including families, executives and students. Yatila Wijemanne, Managing Director – BreadTalk Sri Lanka said the promotion is aimed at giving back to the loyal customers who have been so enthusiastic in responding to the brand. “This is our way of saying thank you to our fans.”

To be eligible for participation in the promotion scheme, a purchase worth 1,000 rupees or more should be made from any of the five outlets in the city and a small coupon will have to be filled in with customers’ details and placed in a raffle box. The scheme has also been extended online where customers can make purchases from wowmall.lk. Online purchases will be automatically entered into the draw while those making purchases from overseas will be eligible for the cash prizes as well.