

## Promoting the joy of good food



Ten-year old fast food chain Kauai recently launched a new Good Mood Food menu which has specifically been designed to combat ailments such as anxiety, sadness, irritability and insomnia. As part of the national launch, spokesperson Dr Fill Yourself (PhD. Vit A.C.D) has been introduced to the South African consumer with a through-the-line campaign featuring an instore competition, educational flyers, and a radio campaign featuring witty 35-second radio spots - a first for Kauai.

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