

LUCKY STAR



KEEP IT REAL



Criminal elements regularly take advantage of the legacy of the Lucky Star brand by creating counterfeit goods that are **sub-standard** and could potentially pose a **health risk**.

We need to constantly be aware of these counterfeit goods, and **take the necessary steps** to safeguard our loyal consumers and our trusted reputation.

✓ **CONSISTENCY** ✓ **QUALITY** ✓ **TRUST**

WHAT IS COUNTERFEITING?

Counterfeit foods are produced with the aim of **copying the appearance and general characteristics of another legitimate food**, and they are given the same name, but they are not the same. Producers may counterfeit a food to **increase their financial gains** in the supply chain or when the product is sold.

WHAT IS THE IMPACT OF COUNTERFEITING?



DAMAGE TO BRAND REPUTATION



FOOD SAFETY RISK



LOSS OF SALES



LOSS OF TRUST BETWEEN BUSINESS AND CUSTOMERS

HOW TO IDENTIFY COUNTERFEIT LUCKY STAR PRODUCTS?

- ✓ CHECK PAPER QUALITY - LUCKY STAR LABELS ARE PRINTED ON THEIR UNIQUE, HIGH QUALITY PAPER
- ✓ CHECK PRINT CLARITY, SMUDGING, COLOUR SHIFTING
- ✓ CHECK WRAPPING AND MISALIGNMENT OF LABEL
- ✓ UNIQUE PRODUCTION CODE AND BEST BEFORE DATE INK JETTED ON CAN END
- ✓ CHECK FOR CLARITY AND LEGIBILITY OF BAR CODE
- ✓ CHECK FOR THE UNIQUE, TRACEABLE CODES PRINTED ON LABEL GLUE FLAP
- ✓ CHECK FOR LUCKY STAR SECURITY TAPE AND CORRECT ID TAGS ON PALLETS

WHY IS IT IMPORTANT TO SPEAK UP AGAINST COUNTERFEITING?

-  COUNTERFEIT GOODS MAY NOT MEET THE SAFETY AND QUALITY STANDARD OF AUTHENTIC GOODS
-  THEY CAN POSE HEALTH RISKS, LEAD TO JOB LOSSES, NEGATIVELY IMPACT THE ECONOMY, AND FUND CRIME
-  IF YOU PARTICIPATE IN THIS ACT, YOU COULD BE IMPLICATED IN CONTRIBUTING TO COUNTERFEITING AND ILLICIT CRIME

HOW CAN YOU HELP?

Scan the QR code on this leaflet for further details.

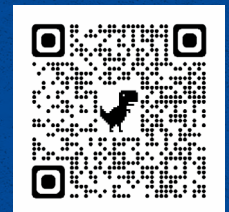
E- mail info@luckystar.co.za

Contact Lucky Star Customer Care Line on **0860 102 500**

Contact CGCSA Crime Initiative Hotline on **0800 014 856**

Contact CGCSA Crime Initiative Helpline – crime@cgcsa.co.za

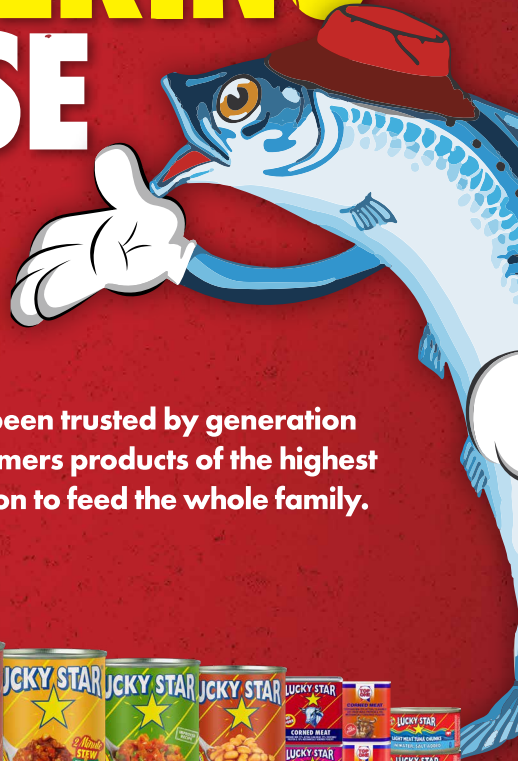
Contact your **Lucky Star representative** or Field Agent.



LUCKY STAR



LUCKY STAR'S UNWAVERING PROMISE



For over 60 years, Lucky Star has been trusted by generation after generation to offer our consumers products of the highest quality, packed with trusted nutrition to feed the whole family.



THE TASTE OF HOME