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Monstrous: k kiosk is turning 80!

On 25 August, we are unleashing the monsters. We are turning 80 and will celebrate a monstrous party with our customers. During eight weeks, we will give away prizes and offer discounts with a value of more than CHF 80 million.

k kiosk is turning 80 and will celebrate a monstrous party. In cooperation with dealini.ch, k kiosk is launching a contest throughout Switzerland. It skilfully connects the on- and offline world. Unique in its kind in the Swiss retail business. "HOL DIE MONSTER DEALS" combines classic elements such as stickers and collectors' albums with a mobile app and website. Thus monstrous collecting fun is guaranteed. In addition to this, k kiosk's loyal customers will win prizes and discounts with a value of more than CHF 80 million. "A huge thank you to all of our customers," says Marco Hocke, Head of the k kiosk / P&B Business Unit.

"HOL DIE MONSTER DEALS" – now at k kiosk

Already with a purchasing value of CHF 5.00, every k kiosk customer will receive three free stickers. Different colours ensure fun, games and excitement: Green stickers are collected and swapped until a quartet is completed. In this way, offers from about 80 brand partners can be won. Blue stickers guarantee an immediate prize from the attractive k kiosk product range or from one of the approximately 80 brand partners. Unique monster wins are hidden behind the golden stickers, such as cars, trips, motor scooters, e-bikes etc. All in all, 31.5 million stickers will be given away in the course of eight weeks. In addition to this, k kiosk is selling 300,000 sticker albums. However, participation is also possible without a sticker album: Via a mobile app (free for iOS and Android smartphones) customers can play, swap and win in the digital world. A monstrous adventure – k kiosk has never seen before!

80 years of k kiosk – from a squaller to a mini shopping centre

Sweets, salty snacks, press, beverages, tobacco, books, non-food items, lottery and services: This has been k kiosk for 80 years. A large world in a small space. For millions of people, k kiosk is a place full of small daily joys. Wit, fun and moments of happiness - in keeping with the motto of "treat yourself". With "HOL DIE MONSTER DEALS", dealini.ch and k kiosk invite you to the monster anniversary fireworks.

You can find more information at:

www.dealini.ch

www.kkiosk.ch

www.facebook.com/kkiosk

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About k kiosk

[k kiosk](#) is [Valora](#)'s kiosk concept and present in Germany, Luxembourg and Switzerland. k kiosk is the leading kiosk chain in Germany and in Switzerland. As a specialist for tobacco, immediate consumption, press and gambling, k kiosk offers impulse products at heavily frequented locations. k kiosk is always in close proximity to its customers and thus guarantees carefree access to all small everyday pleasures.

About dealini.ch

[dealini.ch](#) was founded at the end of 2011 by a young and creative Swiss team. Thanks to a custom-tailored presentation, the brand partner is optimally represented on [dealini.ch](#) to target the ideal potential customer. Thanks to the high degree of brand awareness, [dealini.ch](#) can market a brand or a specific offer particularly effectively.