

Edinburgh customers strip at the checkout!

✘ Edinburgh customers greeted the news of a new partnership between the reward card Nectar and Easyjet by stripping off outside Sainsbury's in St. Andrew's Square at the end of last week.

They had been invited to enter a holiday-themed costume competition to win a pair of free, return easyJet flights and went to monumental/risque efforts to be chosen, on what was a sunny, but chilly, morning.

Nectar points are now a passport to great flight deals thanks to a new partnership between the UK's leading loyalty programme and easyJet the UK's largest airline. From 22nd March, Nectar's 17.5 million cardholders can exchange their Nectar points for any easyJet flights to over 550 destinations in 30 countries with no restrictions or time limits. Nectar cardholders can pay for the flight and taxes in full using Nectar points, or use a combination of Nectar points and cash to complete the transaction.

✘ The new tie-up means that a weekly Sainsbury's shop, filling up the car at BP or shopping with any other Nectar partner will earn you points which can be used against easyJet flights.

Jan-Pieter Lips, Managing Director, Nectar, said: "Your weekly shop could add up to a week in the sun. This is a fantastic partnership for our collectors as they will be able to use their Nectar points to book any easyJet flights available online".

easyJet CEO, Carolyn McCall, said, "This partnership with Nectar is an exciting new initiative for easyJet. It offers greater flexibility for our existing customers as well as

opening up opportunities to new Nectar customers. “

Mike Coupe, Group Commercial Director, Sainsbury's added: “Our customers often ask for new ways to spend their Nectar points and flights are one of the most popular requests. We are delighted that families now have access to great easyJet deals through simply doing their weekly shop at Sainsbury's.”

Further details about how to redeem your Nectar points for easyJet flights can be found [here](#).