

# Free carrots for Rudolph!



The Coop is so worried that people in Edinburgh are not thinking enough about Rudolph on Christmas Eve that they are handing out free carrots today and tomorrow.

Apparently just under half of you are planning to leave a carrot out for Rudolph this year so the Coop is stepping in to ensure that the head reindeer and his stablemates have enough fuel to power their epic round the world faith by giving away free carrots at their Dalry Road store today and tomorrow.

Customers will be encouraged to pick up an extra carrot with their shopping on 23 and 24 December 2016.

Adele Balmforth, the Co-op's category trading manager for fresh produce, said: "Carrots are crunchy, tasty and highly nutritious so it's no wonder that reindeers love to eat them so much. They're also a fantastic source of vitamin A which is essential in promoting healthy vision – something that's very important when you're flying through the night. And as well as being packed full of fibre, they have anti-inflammatory properties which will certainly come in handy after such a long journey.

"We hope people will spare a thought for Rudolph and co this week by heading down to their nearest participating store to grab their free carrot."

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