

THE STORY / AN INDEPENDENT CINEMA RESPONDS

Customers kept asking. Jeremy went looking.



The candy bar at Deluxe Cinemas, Christchurch. Photo: Deluxe Cinemas.

WHY WE TOOK ACTION

Customers kept asking for Jaffas at the movies. Their requests inspired Jeremy Stewart at Deluxe Cinemas to introduce Intermission Treats - orange coated chocolate.

He approached Rainbow Confectionery in Oamaru to supply orange coated chocolate, now called Intermission Treats.

"Even today, customers at both Deluxe Cinemas and Town Hall Cinemas regularly ask us whether we sell Jaffas."

Jeremy Stewart, cinema operator and project spokesperson

THE ANSWER IS INTERMISSION TREATS

Intermission Treats are sold in 90 g boxes for NZ\$8 each to cinema patrons at Deluxe. The four designs celebrate the Regent, Savoy, Avon and Westend, each with its own cinema story on the back. A separate NZ\$35 Collector's Box brings all four together.

Jeremy operates Deluxe Cinemas at The Tannery in Christchurch and Town Hall Cinemas in Rangiora. He remembers the city's old cinemas and the rush to the candy bar at intermission for Jaffas, Tangy Fruits, Snifters and popcorn.

MEDIA KIT: lostchristchurchcinemas.nz/media/

THE PRODUCT / INTERMISSION TREATS

Made for the movies.



Four individual cinema designs. NZ\$8 per 90 g box, available to cinema patrons at Deluxe.

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CINEMA DESIGNS

90 g

EACH INDIVIDUAL BOX

NZ\$8

PER BOX AT THE CINEMA

Intermission Treats are orange coated chocolate, sold in individual 90 g cinema boxes. Choose a Regent, Savoy, Avon or Westend design - each has its own cinema history on the back.

BUY AT THE CINEMA

Deluxe Cinemas, The Tannery, Christchurch

INDIVIDUAL BOXES

NZ\$8 each / 90 g / choice of four cinema designs

TENTATIVE LAUNCH

Thursday 22 October 2026, New Zealand time

MEDIA CONTACT

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COLLECTOR'S BOX

NZ\$35 / optional presentation set / four x 90 g (360 g)

COLLECTOR ONLINE

store.deluxecinemas.co.nz/pages/collectors-box

Live now; currently marked Coming soon. Join the launch list.

EXPLORE LOST CHRISTCHURCH CINEMAS

lostchristchurchcinemas.nz

MEDIA KIT: lostchristchurchcinemas.nz/media/

VISIT DELUXE / INTERVIEWS AND FILMING

Come and see us at Deluxe.



The foyer at Deluxe Cinemas, The Tannery, Christchurch. Photo: Deluxe Cinemas.

MEET JEREMY AT THE CANDY BAR

Jeremy can talk about the requests from customers, finding a supplier in Oamaru and getting Intermission Treats into cinema boxes.

OPEN THE COLLECTION

Take a look at the cinema photographs and read each box's own cinema story. Jeremy can show you the collection at the candy bar and the further histories and photographs on the website.

INTERVIEWS AND FILMING

Jeremy is happy to work around your schedule for an interview or filming at Deluxe. Get in touch to arrange a visit.



Chandelier in the Deluxe foyer.

THE COLLECTION / CHRISTCHURCH CINEMAS

Four boxes. Four stories.



Regent, Savoy, Avon and Westend. NZ\$8 per 90 g box at the cinema.

Each box carries the history and story of the cinema pictured on it.

REGENT

Stars overhead, a grand auditorium and a place on Cathedral Square. The Regent story includes the 1979 fire and memories of going to the pictures.

Explore this cinema online

AVON

The Art Deco cinema on Worcester Street, remembered for its chrome-railed stairs. Read about the building and its years as the Avon.

Explore this cinema online

SAVOY

Once called the Liberty, the Savoy drew queues of school-holiday moviegoers. Photographs on the website show the crowds outside.

Explore this cinema online

WESTEND

Everybody's, then the Tivoli, then WestEnd. The website follows those name changes and recalls the trays of treats sold at interval.

Explore this cinema online

MEDIA KIT: lostchristchurchcinemas.nz/media/

ON THE BOX / CINEMA STORIES AND IMAGE CREDITS

A different story on every box.

FOUR BOXES. FOUR CINEMA STORIES.

Every box has its own cinema's story on the back, alongside an archive photograph. The Regent box shown here is one example. The Savoy, Avon and Westend boxes each tell a different story.

ONE EXAMPLE: THE REGENT

The Regent example pairs the theatre's history with a photograph of the Superman promotion outside. It covers the building's beginnings, the 1979 fire and rebuilding, and its loss after the Canterbury earthquakes.

IMAGE PERMISSIONS

The collection box images reproduced in this media pack are approved for print and online publication.

Box image sources and credits include:

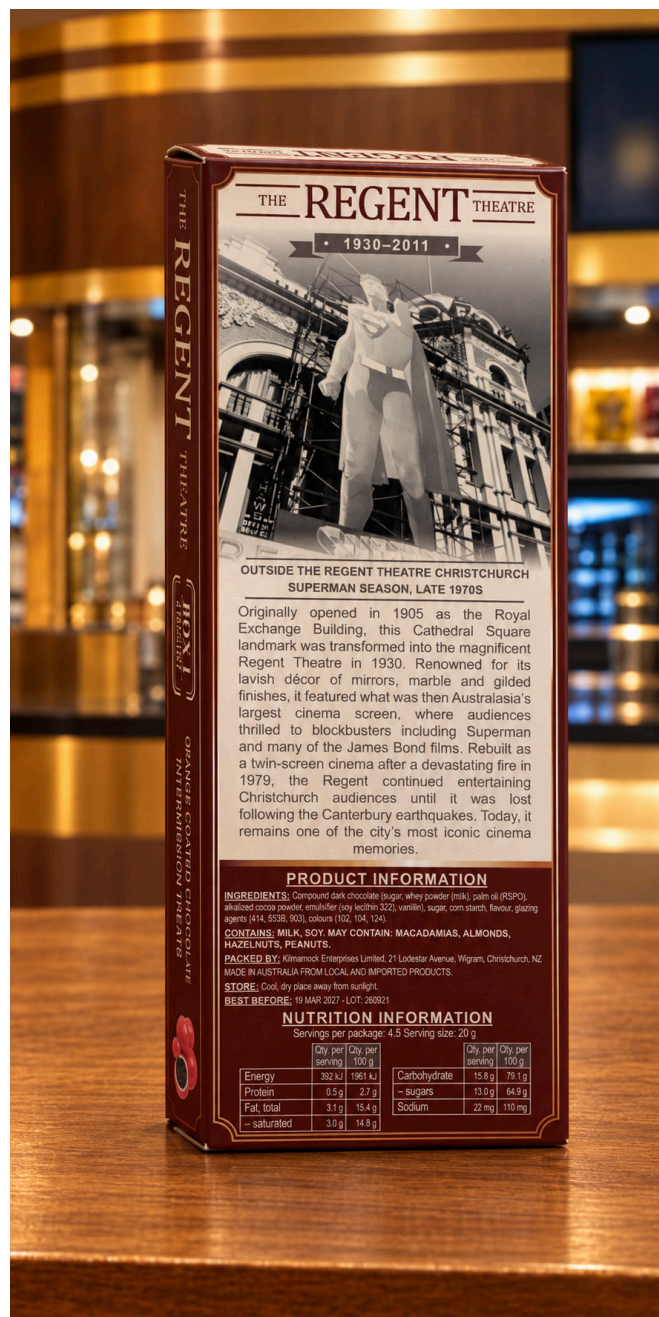
Regent front: Canterbury Photography Museum, Ferrymead Heritage Park.

Regent rear (Superman), Savoy front (queue) and Westend front and rear: Allied Media.

Avon front: Canterbury Museum.

Savoy rear: Kevin Hill / Christchurch City Libraries.

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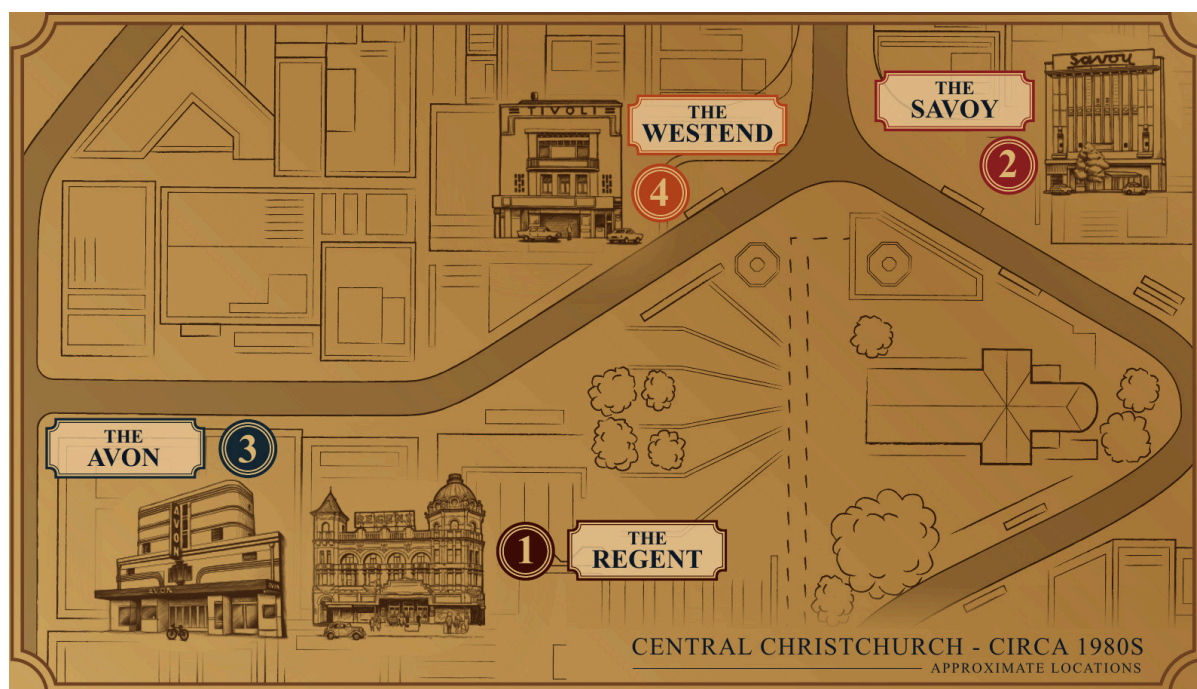


Example: the Regent box back. Each cinema has its own story.

ON THE WEBSITE / PHOTOGRAPHS AND HISTORY

The buildings are gone. The stories are still here.

Explore the photographs and cinema histories: lostchristchurchcinemas.nz



Central Christchurch, circa 1980s. Map from the collection; locations are approximate.

CHRISTCHURCH IN PHOTOGRAPHS

Crowds in Cathedral Square in 1960. The Regent fire in 1979. The former Savoy's demolition in 1997. The website brings together photographs of these moments, with credits and links to the original records.

HOW THE CINEMAS CHANGED

Each of the four cinemas has its own page, tracing its buildings, names and years of screenings. A timeline places them in Christchurch's cinema history, from the first screenings in 1896 to today.

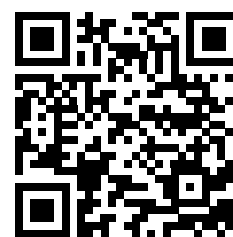
WHAT DO YOU REMEMBER?

Which cinema did you go to? What was your first film? Did you queue outside the Savoy or watch the stars in the Regent? The website is a place to revisit those memories.

Browse the photograph collection

Explore the cinema timeline

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SCAN TO EXPLORE

Cinema histories,
photographs and memories

lostchristchurchcinemas.nz

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