



Daily Bulletin

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Monday, 15th July 2013

Dutch Youngsters and French Girls Start Well



Some of Our Hard-working TDs and Scorers

France, one of the favourites in the Girls series, leads the way after the first day of competition, closely followed by the Netherlands. Defending champions Poland lie fifth after three matches.

The Dutch Youngsters are one place better off than the Girls team, leading the way from Israel, Turkey and defending champions Poland.

Both the Girls and Youngsters have a full three-match schedule today, while the Juniors get the third match off. In the Juniors, Italy has increased its lead to more than 16 VP over Denmark. Next come Sweden, Norway, Turkey and Poland.

On Sunday, there were 20-0 maximums for Hungary and Israel in the Juniors, Netherlands in the Girls, and England, Russia and Israel in the Youngsters.

Today's BBO Matches

10.00

Turkey v France (J8)
Sweden v Hungary (J8)
Germany v Italy (J8)
Norway v Poland (G4)

14.00

Hungary v Italy (J9)
Czech Republic v Serbia (J9)
Poland v Austria (J9)
Turkey v Israel (Y5)

17.20

Italy v Israel (Y6)
Slovakia v Poland (Y6)
Netherlands v Sweden (G6)
Poland v Italy (G6)

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Results – Junior Teams

Round 5

Table	Home Team	Visiting Team	IMPs		VPs	
			Home Team	Visit. Team	Home Team	Visit. Team
1	ISRAEL	CROATIA	49	22	15.77	4.23
2	ROMANIA	FINLAND	44	18	15.61	4.39
3	NORWAY	CZECH REPUBLIC	76	22	19.00	1.00
4	POLAND	BULGARIA	67	38	16.08	3.92
5	AUSTRIA	IRELAND	83	28	19.09	0.91
6	ENGLAND	FRANCE	55	53	10.55	9.45
7	BELGIUM	HUNGARY	13	40	4.23	15.77
8	TURKEY	NETHERLANDS	69	38	16.38	3.62
9	SWEDEN	ITALY	64	47	14.01	5.99
10	SERBIA	BELARUS	39	40	9.72	10.28
11	GERMANY	DENMARK	56	44	12.98	7.02

Rankings after 7 Rounds

Rank	Team	VPs
1	ITALY	112.00
2	DENMARK	95.94
3	SWEDEN	94.41
4	NORWAY	94.38
5	TURKEY	87.02
6	POLAND	86.49
7	FRANCE	84.01
8	CZECH REPUBLIC	83.88
9	HUNGARY	79.60
10	GERMANY	77.71
11	ISRAEL	71.35
12	NETHERLANDS	71.20
13	ROMANIA	69.94
14	BULGARIA	69.45
15	FINLAND	67.42
16	BELGIUM	51.93
17	ENGLAND	49.52
18	SERBIA	49.25
19	BELARUS	49.23
20	AUSTRIA	48.81
21	CROATIA	36.73
22	IRELAND	8.73

Round 6

Table	Home Team	Visiting Team	IMPs		VPs	
			Home Team	Visit. Team	Home Team	Visit. Team
1	ISRAEL	FRANCE	27	67	2.44	17.56
2	IRELAND	HUNGARY	16	85	0.00	20.00
3	BULGARIA	NETHERLANDS	19	40	5.24	14.76
4	CZECH REPUBLIC	ITALY	19	49	3.77	16.23
5	FINLAND	BELARUS	32	18	13.41	6.59
6	CROATIA	DENMARK	10	69	0.59	19.41
7	ROMANIA	GERMANY	44	33	12.76	7.24
8	NORWAY	SERBIA	95	37	19.33	0.67
9	POLAND	SWEDEN	43	29	13.41	6.59
10	AUSTRIA	TURKEY	40	59	5.61	14.39
11	ENGLAND	BELGIUM	30	78	1.57	18.43

Round 7

Table	Home Team	Visiting Team	IMPs		VPs	
			Home Team	Visit. Team	Home Team	Visit. Team
1	ISRAEL	IRELAND	97	20	20.00	0.00
2	BULGARIA	FRANCE	37	44	8.17	11.83
3	CZECH REPUBLIC	HUNGARY	68	35	16.66	3.34
4	FINLAND	NETHERLANDS	57	64	8.17	11.83
5	CROATIA	ITALY	28	55	4.23	15.77
6	ROMANIA	BELARUS	47	25	14.94	5.06
7	NORWAY	DENMARK	62	47	13.61	6.39
8	POLAND	GERMANY	60	52	12.07	7.93
9	AUSTRIA	SERBIA	68	92	4.72	15.28
10	ENGLAND	SWEDEN	41	89	1.57	18.43
11	BELGIUM	TURKEY	54	74	5.42	14.58

Schedule of Matches – Juniors Teams

ROUND 8 – 10.00

Israel vs Romania
 Norway vs Croatia
 Poland vs Finland
 Austria vs Czech. Rep.
 England vs Bulgaria
 Belgium vs Ireland
 Turkey vs France
 Sweden vs Hungary
 Serbia vs Netherlands
 Germany vs Italy
 Denmark vs Belarus

ROUND 9 – 14.00

Israel vs Netherlands
 Hungary vs Italy
 France vs Belarus
 Ireland vs Denmark
 Bulgaria vs Germany
 Czech. Rep. vs Serbia
 Finland vs Sweden
 Croatia vs Turkey
 Romania vs Belgium
 Norway vs England
 Poland vs Austria

Results – Youngsters Teams

Round 1

Table	Home Team	Visiting Team	IMPs		VPs	
			Home Team	Visit. Team	Home Team	Visit. Team
1	FRANCE	RUSSIA	85	52	16.66	3.34
2	SWEDEN	LATVIA	54	39	13.61	6.39
3	TURKEY	IRELAND	64	34	16.23	3.77
4	POLAND	GERMANY	64	40	14.78	4.22
5	ENGLAND	SCOTLAND	54	51	10.82	9.18
6	HUNGARY	DENMARK	48	52	8.92	11.08
7	AUSTRIA	SLOVAKIA	19	73	1.00	19.00
8	ISRAEL	NORWAY	66	18	18.43	1.57
9	CZECH REPUBLIC	NETHERLANDS	14	68	1.00	19.00
10	ITALY	Bye	0	0	12.00	0.00

Rankings after 3 Rounds

Rank	Team	VPs
1	NETHERLANDS	49.72
2	ISRAEL	47.15
3	TURKEY	42.40
4	POLAND	42.25
5	SCOTLAND	40.60
6	ITALY	40.14
7	SWEDEN	39.42
8	SLOVAKIA	38.62
9	ENGLAND	35.21
10	FRANCE	32.17
11	RUSSIA	31.75
12	GERMANY	30.98
13	HUNGARY	28.17
14	DENMARK	27.55
15	LATVIA	16.80
16	CZECH REPUBLIC	12.79
17	NORWAY	11.52
18	IRELAND	3.77
19	AUSTRIA	2.99

Round 2

Table	Home Team	Visiting Team	IMPs		VPs	
			Home Team	Visit. Team	Home Team	Visit. Team
1	ITALY	FRANCE	40	36	11.08	8.92
2	TURKEY	RUSSIA	43	37	11.59	8.41
3	POLAND	LATVIA	50	40	12.53	7.47
4	ENGLAND	IRELAND	102	21	20.00	0.00
5	HUNGARY	GERMANY	43	64	5.24	14.76
6	AUSTRIA	SCOTLAND	35	79	1.99	18.01
7	ISRAEL	DENMARK	47	48	9.72	10.28
8	CZECH REPUBLIC	SLOVAKIA	41	59	5.80	14.20
9	NETHERLANDS	NORWAY	54	31	15.11	4.89
10	SWEDEN	Bye	0	0	12.00	0.00

Round 3

Table	Home Team	Visiting Team	IMPs		VPs	
			Home Team	Visit. Team	Home Team	Visit. Team
1	ITALY	LATVIA	82	46	17.06	2.94
2	RUSSIA	IRELAND	89	12	20.00	0.00
3	FRANCE	SCOTLAND	34	48	6.59	13.41
4	SWEDEN	DENMARK	57	41	13.81	6.19
5	TURKEY	SLOVAKIA	54	34	14.58	5.42
6	POLAND	NORWAY	75	53	14.94	5.06
7	ENGLAND	NETHERLANDS	47	73	4.39	15.61
8	HUNGARY	CZECH REPUBLIC	42	25	14.01	5.99
9	AUSTRIA	ISRAEL	16	129	0.00	20.00
10	GERMANY	Bye	0	0	12.00	0.00

Schedule of Matches – Youngsters Teams

ROUND 4 – 10.00

Italy vs Russia
 France vs Ireland
 Sweden vs Germany
 Turkey vs Scotland
 Poland vs Denmark
 England vs Slovakia
 Hungary vs Norway
 Austria vs Netherlands
 Israel vs Czech. Rep.
 Bye vs Latvia

ROUND 5 – 14.00

Italy vs Germany
 Ireland vs Scotland
 Latvia vs Denmark
 Russia vs Slovakia
 France vs Netherlands
 Sweden vs Czech. Rep.
 Turkey vs Israel
 Poland vs Austria
 England vs Hungary
 Bye vs Norway

ROUND 6 – 17.20

Italy vs Israel
 Czech. Rep. vs Austria
 Netherlands vs Hungary
 Norway vs England
 Slovakia vs Poland
 Denmark vs Turkey
 Scotland vs Sweden
 Germany vs France
 Latvia vs Russia
 Ireland vs Bye

Results – Girls Teams

Round 1

Table	Home Team	Visiting Team	IMPs		VPs	
			Home Team	Visit. Team	Home Team	Visit. Team
1	AUSTRIA	POLAND	18	68	1.37	18.63
2	ITALY	HUNGARY	87	40	18.33	1.67
3	TURKEY	NETHERLANDS	7	85	0.00	20.00
4	SWEDEN	FRANCE	31	86	0.91	19.09
5	NORWAY	Bye	0	0	12.00	0.00

Rankings after 3 Rounds

Rank	Team	VPs
1	FRANCE	55.44
2	NETHERLANDS	51.25
3	NORWAY	39.90
4	ITALY	38.25
5	POLAND	37.65
6	HUNGARY	24.93
7	AUSTRIA	12.97
8	SWEDEN	11.74
9	TURKEY	3.87

Round 2

Table	Home Team	Visiting Team	IMPs		VPs	
			Home Team	Visit. Team	Home Team	Visit. Team
1	NORWAY	TURKEY	55	12	17.90	2.10
2	SWEDEN	ITALY	14	70	0.83	19.17
3	FRANCE	AUSTRIA	56	11	18.12	1.88
4	HUNGARY	POLAND	49	37	12.98	7.02
5	NETHERLANDS	Bye	0	0	12.00	0.00

Round 3

Table	Home Team	Visiting Team	IMPs		VPs	
			Home Team	Visit. Team	Home Team	Visit. Team
1	NORWAY	SWEDEN	39	39	10.00	10.00
2	FRANCE	TURKEY	61	15	18.23	1.77
3	NETHERLANDS	ITALY	67	10	19.25	0.75
4	HUNGARY	AUSTRIA	79	78	10.28	9.72
5	POLAND	Bye	0	0	12.00	0.00

Schedule of Matches – Girls Teams

ROUND 4 – 10.00

Norway vs Poland
Austria vs Netherlands
Italy vs France
Turkey vs Sweden
Bye vs Hungary

ROUND 5 – 14.00

Norway vs Austria
Turkey vs Poland
Sweden vs Hungary
France vs Netherlands
Italy vs Bye

ROUND 6 – 17.20

Norway vs France
Netherlands vs Sweden
Hungary vs Turkey
Poland vs Italy
Bye vs Austria



Israel v Czech Republic (Juniors Round 4)

by Brian Senior

When Czech Republic and Israel met in Round 4 of the Juniors, the Czechs were lying in second place, somewhat better than expected, while Israel was lying in the middle of the field, somewhat worse than expected. Would this continue, or would Israel get a good win to put both teams closer to where they were expected to be?

Well, at the start it did seem as though Israel were on top, with three moderate swings putting them ahead by 12-0 after three deals. However, the Czechs scored a couple of single IMP swing on Boards 4 and 5, then came two big swings in quick succession to move them into the lead.

Board 6. Dealer East. E/W Vul.

	♠5 ♥AK1065 ♦AQJ6 ♣A102	
♠109432 ♥Q987 ♦— ♣9865	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"> N W E S </div>	♠AQ7 ♥J ♦98732 ♣K743
	♠KJ86 ♥432 ♦K1054 ♣QJ	

West	North	East	South
Zylka	Padon	J. Kralik	Meyouhas
—	—	Pass	Pass
Pass	1♥	Dble	2♦
3♠	4♦	Pass	4♥
All Pass			

West	North	East	South
Gerstner	Boura	Fisher	F. Kralik
—	—	Pass	Pass
Pass	1♥	Pass	1♠
Pass	2♦	Pass	3♥
Pass	4♥	All Pass	

Both Norths declared 4♥. For Czech Republic, Jan Kralik cashed the ace of spades, on which Kamil Zylka deposited the ten. On the auction, Kralik might have led the nine of diamonds at trick one, but reading the spade ten as suit preference he wasted no time in switching to that card to give his partner a ruff. Zylka returned a club and Dror Padon rose with the ace, cashed a top heart, then conceded a club. Kralik won the king and gave his partner a second diamond ruff for down one and -50.

Lotan Fisher had not heard his opponents bid and support diamonds, nor his partner bid spades, so led the unbid suit, a low club. Dummy's jack held and Patrik Boura cashed

the ace and king of trumps then played ace and ruffed his last club. He had to lose two rump tricks and the ace of spades, but that was all; +420 and 10 IMPs to Czech Republic, who were level at 12-12.

Board 7. Dealer South. All Vul.

	♠J ♥Q1032 ♦QJ65 ♣A975	
♠1096432 ♥9 ♦4 ♣J8643	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"> N W E S </div>	♠875 ♥A754 ♦AK1098 ♣—
	♠AKQ ♥KJ86 ♦32 ♣KQ102	

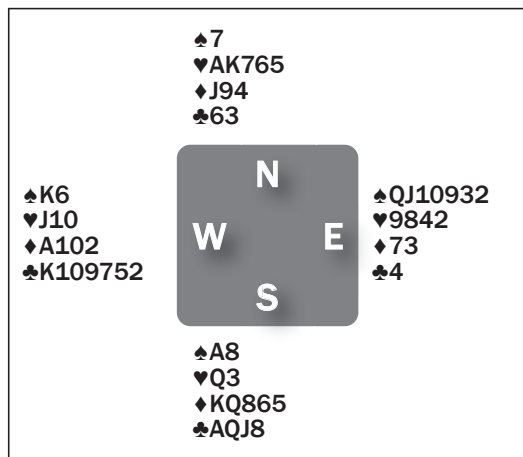
West	North	East	South
Zylka	Padon	J. Kralik	Meyouhas
—	—	—	1♣
Pass	1♥	2♦	4♥
Pass	Pass	Dble	All Pass

West	North	East	South
Gerstner	Boura	Fisher	F. Kralik
—	—	—	1♣
Pass	1♥	2♦	3♥
Pass	4♥	5♦	Dble
All Pass			

Kralik overcalled 2♦ as East but then left his opponents to play the heart game. He cashed the ace of diamonds and, being unable to read the diamond position, continued with the king rather than a low card to get partner in to give him a club ruff. A third diamond was ruffed with dummy's jack and Padon cashed two spades to get rid of his last diamond. Next he played the heart king, which Kralik ducked. He also ducked the heart eight continuation and now Padon took a club pitch on the last spade winner before playing on clubs. When the first club was ruffed, Padon was one down for -100.

At the other table, Fisher overcalled 2♦ but then, looking at his heart length, gambled that this meant his partner must have some diamond support, and saved in 5♦, promptly doubled by Frantisek Kralik, who led a top spade then switched to a trump to prevent the ruff in dummy. That went to the jack and ace and Fisher cashed the king of diamonds then played a third round. There was no defensive slip up and he came to only five diamond tricks plus the ace of hearts for down five; -1400 and 17 huge IMPs to Czech Republic. They led by 29-12 after seven deals.

Board 10. Dealer East. All Vul.



West	North	East	South
Zylka	Padon	J. Kralik	Meyouhas
–	–	Pass	1♦
2♣	All Pass		

West	North	East	South
Gerstner	Boura	Fisher	F. Kralik
–	–	Pass	1♦
Pass	1♥	2♠	2NT
Pass	3♦	Pass	3♥
Pass	3NT	All Pass	

I thought juniors were supposed to be wild pre-empters? I would have opened the East hand, never mind the vulnerability, yet neither East in our match did so. After a 1♦ opening from South, Zylka overcalled 2♣ while Gal Gerstner did not. Again, I would overcall, largely because 2♣ has some useful pre-emptive effect over a 1♦ opening.

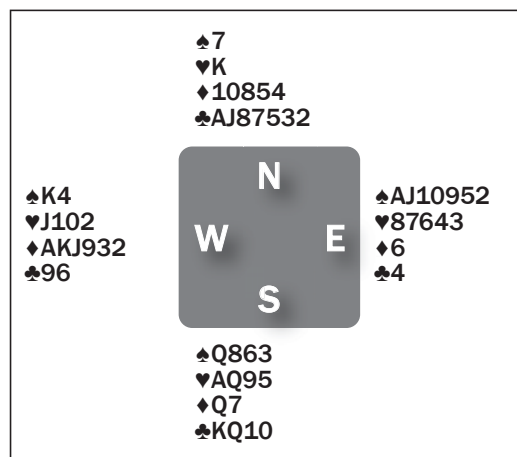
Where Zylka overcalled, Padon felt that he was just short of what was required for a negative double so 2♣ was passed back to Moshe Meyouhas, and his length in club convinced him to go quietly. Zylka managed a spade, a heart and three trump tricks so was down three for –300, a small price to pay if his team-mates could bid and make game in the other room.



Moshe Meyouhas

Where Gerstner passed, Fisher overcalled with the East cards, but it was too late and he heard his opponents bid to the no trump game. Knowing that declarer was ready for a spade lead, Gerstner tried the effect of a surprise attack in clubs, but it was to no avail. Kralik made ten tricks by knocking out the diamond ace and chalked up +630 for another 8 IMPs to Czech Republic. The lead was up to 37-12.

Board 12. Dealer West. N/S Vul.



West	North	East	South
Zylka	Padon	J. Kralik	Meyouhas
1♦	3♣	3♠	4♣
4♦	Pass	4♥	Dble
4♠	Dble	All Pass	

West	North	East	South
Gerstner	Boura	Fisher	F. Kralik
1♦	Pass	1♠	Pass
2♦	Pass	2♠	All Pass

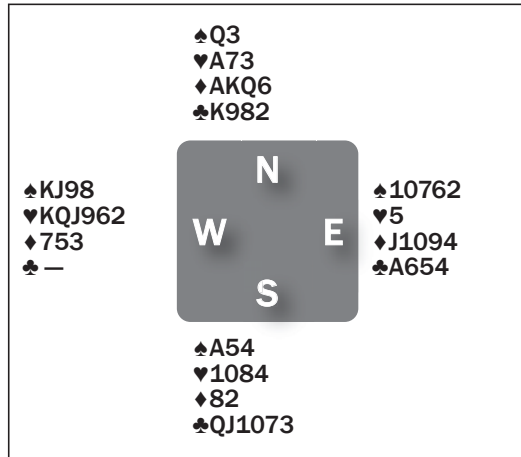
Again, someone failed to make what looks like a normal pre-emptive action to me when Boura passed and left his opponents to have a free run to 2♠, against which he also chose not to balance. Kralik led the king then queen of clubs against 2♠ and Fisher ruffed the second round. Fisher played a low heart and Kralik put in the queen, crashing his partner's king. Boura returned a diamond to the queen and ace and Fisher led a low spade to the ace then back to dummy's king. He cashed the king of diamonds then played the heart ten to Kralik's ace and back came the ten of clubs. Fisher ruffed and played a heart to the jack then pitched his last heart on the jack of diamonds as Kralik ruffed. There was still the spade queen to lose but Fisher had eight tricks for +110.

At the other table, Padon did pre-empt with 3♣ over 1♦, and Jan Kralik decided to bid out his two-suiter despite the shortage of high cards. He bid 3♠ and followed that up with 4♠ but now the doubling started. Meyouhas led two rounds of clubs. Kralik ruffed and led a spade to the king then back to the nine and queen when Padon showed out. He won the diamond switch with dummy's ace and threw a heart on the diamond king before playing a heart from dummy. With North to play first to this trick, there was no danger of defensive honours crashing, and Kralik could only come to

his trump winners; down three for –500 and 12 badly needed IMPs for Israel, 24-37.

If the last board provided a ray of hope for Israel, it was quickly extinguished on the next deal.

Board 13. Dealer North. All Vul.



West	North	East	South
Zylka	Padon	J. Kralik	Meyouhas
–	1♦	Pass	1NT
2♥	3♥	Pass	4♣
Pass	5♣	All Pass	

West	North	East	South
Gerstner	Boura	Fisher	F. Kralik
–	1♦	Pass	1♠
2♥	2NT	Pass	3NT
All Pass			

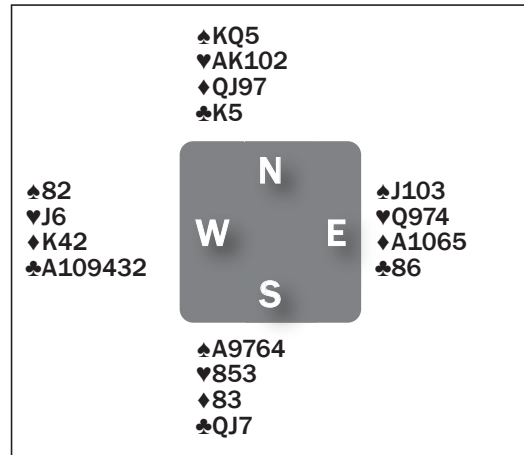
Kralik responded 1♠, effectively a transfer to no trump, and Boura bid a descriptive 2NT over Gerstner's 2♥ overcall. Kralik, of course, had no reason to do other than raise to game. Though Fisher, of course, led his singleton heart, with the ace of clubs in the wrong hand from a defensive viewpoint there was no way to prevent nine tricks; +600.



Lotan Fisher

In the other room, Meyouhas responded with a natural 1NT and when Zylka overcalled Padon was unwilling to rely on his single heart stopper so cuebid 3♥ rather than raise no trump. With nothing in hearts, Meyouhas showed his clubs, and Padon raised to the hopeless club game. Meyouhas won the heart lead and pitched one heart loser on the third diamond but there was no way to avoid three losers so he was one down for –100 and 12 IMPs back to Czech Republic, whose lead was back up to 49-24.

Board 19. Dealer South. E/W Vul.



West	North	East	South
Zylka	Padon	J. Kralik	Meyouhas
–	–	–	Pass
Pass	1♦	Pass	1♠
Pass	2NT	Pass	3♣
Dble	3♥	Pass	3NT
Pass	4♣	All Pass	

West	North	East	South
Gerstner	Boura	Fisher	F. Kralik
–	–	–	Pass
Pass	1♦	Pass	1♠
Pass	2NT	Pass	3♥
Pass	4♦	Pass	4♣
All Pass			

Both Souths declared 4♣. Zylka led the jack of hearts. Meyouhas won the ace and drew trumps then led a diamond up. Zylka won the king and led a second heart to the ten and queen and there were four losers; down one for –50.

Gerstner led a trump, which Kralik won in dummy to play the queen of diamonds. That ran to Gerstner's king and he played a second trump. Kralik won and drew the last trump then passed the eight of diamonds to Fisher's ten. A heart return went to the jack and ace and Kralik played the nine of diamonds, ruffing when Fisher covered. It remained only to knock out the ace of clubs, with the heart loser going away on the jack of diamonds; ten tricks for +420 and 10 IMPs to Czech Republic.

The Czechs had won by 64-26 IMPs, 17.32-2.68 VPs, and ended the day in third place, while Israel fell back to fifteenth.

Norway v Hungary (Juniors Round 4)

By Christer Andersson

I decided to have a look at the match between Norway and Hungary on Saturday evening and it turned out not to be a bad choice. I took a seat behind Erland Skjetne (Norway), South in the Open Room, and was treated to some very good bridge, not least from the Hungarian opponents, Tamas Hoffmann (West) and Kornel Lazar (East).

The Hungarians took an early lead when the Norwegians on Board 4 tried a diamond slam that needed two finesses to succeed. When this was not the case the contract went one off. Hungary played 3NT making four overtricks at the other table. The lost IMPs were returned on Board 7 when the Hungarians did not have the defensive machinery to defeat this heart game:

Board 7. Dealer South. All Vul.

	♠J ♥Q1032 ♦QJ65 ♣A975										
♠1096432 ♥9 ♦4 ♣J8643	<table border="1"> <tr><td></td><td>N</td><td></td></tr> <tr><td>W</td><td></td><td>E</td></tr> <tr><td></td><td>S</td><td></td></tr> </table>		N		W		E		S		♠875 ♥A754 ♦AK1098 ♣—
	N										
W		E									
	S										
	♠AKQ ♥KJ86 ♦32 ♣KQ102										

West	North	East	South
Hoffmann	Grunde	Lazar	Skjetne
—	—	—	1♣
Pass	1♦ ⁽ⁱ⁾	2♦	4♥
All Pass			

⁽ⁱ⁾ Hearts

Hoffmann led the ♦4 and Lazar covered the jack with the king. Declarer contributed the two. To beat the contract Lazar had to return a diamond for partner to ruff in order to allow him to continue with a club for another ruff. Since the Hungarians lead high from two small, it would have been enough for Kornel to solve the problem if the lead had been ♦3. As it was, he was too scared to return the ♦7 and instead chose a spade. Skjetne won the ace, forced out the ace of trumps and had no problem finessing in clubs over West as East had shown ten red cards and three spades.

At the other table North bid his hearts naturally and became declarer in the heart game. East had a natural ♦A lead, and the forced ♦4 happened to be.. encouraging. With that help the defense managed to take four tricks and the contract was one off. Norway took the lead 23-19.

Two boards later the Hungarians took over the lead in the match:

Board 9. Dealer North. E/W Vul.

	♠J103 ♥6 ♦AQJ1093 ♣1094										
♠K987 ♥A ♦642 ♣KJ832	<table border="1"> <tr><td></td><td>N</td><td></td></tr> <tr><td>W</td><td></td><td>E</td></tr> <tr><td></td><td>S</td><td></td></tr> </table>		N		W		E		S		♠A52 ♥KQ9543 ♦87 ♣A5
	N										
W		E									
	S										
	♠Q64 ♥J10872 ♦K5 ♣Q76										

West	North	East	South
Hoffmann	Grunde	Lazar	Skjetne
—	3♦	3♥	Pass
3♠	Pass	4♠	All Pass

The Norwegian convention card states that the 2♦ opening shows (5)6+ diamonds and 5-10 HCP. Apparently the North hand had some features that disqualified it from that opening bid. The opening a step higher consumed the bidding space for their opponents that had to navigate much more carefully. With two seven-card fits the Hungarians preferred the higher ranking one, which in this case was the correct choice.

The spotlight now was on North, could he find a diamond lead? And if he leads the ace, will South find to unblock the king?

When Tor Eivind Grude understandably tried the ♥6, the defence had lost the chance to quickly collect a ruff in the South hand. Hoffmann won with the ace in hand and recognized that he needed to get rid of some diamond losers. He played a club to the ace and finessed the jack of clubs. One of dummy's diamonds went away on the king of clubs, and the other on the next club, South ruffing. North ruffed the heart continuation and a bit later tried a diamond. Declarer could ruff on the table and draw the trumps with

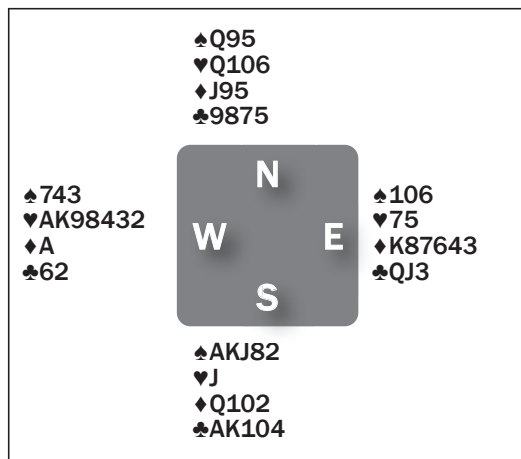
TEAM PROFILES

We would like to publish profiles of as many teams as possible during the championships, so please get together and produce something for us. We would prefer to receive it in electronic form, but pen and paper will do if necessary. Email to: bsenior@hotmail.com

the king and ace. Making the contract was worth 13 IMP when the Norwegians at the other table tried the contract of 4♥, going one off.

When board 17 was put on the Table the Hungarian lead was already 52-29:

Board 17. Dealer North. None Vul.



West	North	East	South
Hoffmann	Grunde	Lazar	Skjetne
–	Pass	Pass	1♠
2♥	2♠	Pass	4♠
All Pass			

Hoffmann led the ♥K in order to get a count from partner. If not a singleton, the five showed an even number of hearts, which perfectly fitted with the jack appearing from declarer. Hoffman cashed his ace of diamonds and Skjetne made the small mistake of not following with the queen, fully noted by the defense. Hoffmann carefully played a low trump and Lazar covered dummies five with the six not to give declarer two entries to the table. Skjetne won cheaply with the eight, cashed the ace and played a trump to the queen. When a club followed, Lazar quickly put up the jack. Skjetne won the king and tried the queen of diamonds (now noticing his early mistake in diamonds). When both opponents contributed small cards, there was nothing more than hoping that the queen would fall on the ace of clubs. When this was not the case the contract went one off.

The Norwegians tried their luck also at the other table, playing 4♥ doubled, and there was no problem for the defending Hungarians (Barnabas Szirmay-Kalos/Csaba Konkoly) to take that contract three off and give Hungary another 11 IMPs. At the end the Hungarian victory in IMPs was 70-31, which corresponds to a match result of 17.44-2.56. I have to say, the administrators that have designed the new matchpoint tables are not in favour of popularizing the game – how shall I explain this score easily?

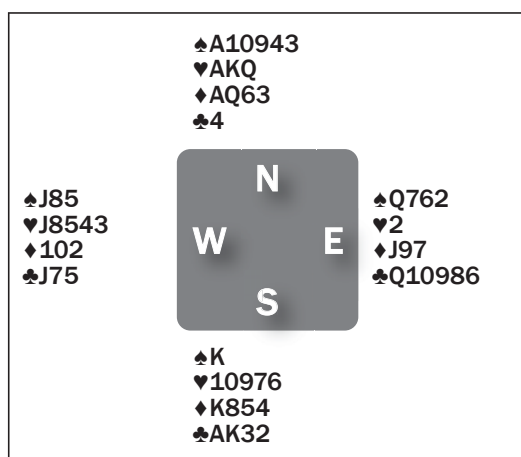
A night's sleep and the Norwegians will be hungry for blood!

Comparing the Three Fields

By Brian Senior

Juniors Round 5, Youngsters/Girls Round 1 featured a worthwhile but by no means solid grand slam on Board 19. How did the three fields compare?

Board 19. Dealer South. E/W Vul.



Seven Diamonds is a good contract on the N/S cards. It requires a three-two diamond split, roughly a 68% shot, plus

no really bad break in those side-suits on which declarer needs to play before drawing trumps. I guess that those extra potential bad breaks lower the overall chance of success from the high sixties to the mid-sixties – still very much a long-term winner to get to.

We would expect the Juniors to outbid the other two fields as they are generally the most experienced players, and so proved to be the case.

Juniors:

8 x 7♦ making
1 x 7♦ minus one
12 x 6♦
1 x 3NT

Youngsters:

3 x 7♦ making
4 x 7♦ minus one
7 x 6♦
2 x 6NT making
1 x 6NT minus one
1 x 3NT

Girls:

- 1 x 7♦ making
- 2 x 7♦ minus one
- 3 x 6♦
- 1 x 3NT
- 1 x 3♦

Just over 40% of the Juniors reached the grand slam and only one failed to make it, while nearly the same proportion of the Youngsters' field got there but four out of seven went down, and the smaller Girls' field again saw a similar percentage get to Seven with two out of three declarers being successful.

It is perhaps significant that only in the Youngsters did anyone bid to a no trump slam – a substantially inferior spot to 6♦, and reached by some of the youngest and least experienced players.

The opening lead may decide whether declarer will find it more convenient to take two spade ruffs in the South

hand or two club ruffs in the North, but 7♦ is cold on any lead if played correctly. No doubt those who failed suffered an adverse ruff, probably in hearts, but if so they failed to think the play through with sufficient care.

To make 7♦ you need diamonds to behave, so you can afford to take a ruff in what will eventually be the long trump hand to gain an extra entry, because you will still be able to draw trumps if they split three-two and cannot make your contract if they do not. On a heart lead, for example, you could win, play ace of clubs and ruff one, cash the ace and queen of diamonds and play a spade to the king then take a second club ruff. You can then ruff a spade to hand, without cashing the ace, to draw the last trump. Only now do you cash the second club winner, cross to the North hand with a heart and cash the ace of spades and remaining heart winner.

I am sure that most of the Youngsters who went down in 7♦ yesterday will make it if the same deal comes up in a few years time after they have gained some experience and graduated to the Junior ranks.

Wrocław Diaries – Part 2

by Kees Tammens

After a struggle with the IMPs flying around against England (9.45) and being badly hammered by Romania (4.55), on the second day the Netherlands had to face France and Poland, traditionally strong junior opponents.

Joris van Lankveld is one of our Taicang-six, and surely made his mind up to perform well in these uphill battles. Joris came along some years ago and formed a great partnership with Berend, aka 'The Bear', especially because he was even in a team match always looking for unexpected and sometimes hazardous overtricks.

The encounter against France has always been one of the most difficult matches for Dutch juniors. The French are known to be technically able, careful players. And the Dutch junior bridge is most of the time filled with adventure and noise, disregarding any form of safety.

Round 3. Board 5. Dealer North. N/S Vul.

	♠KQ ♥Q8753 ♦A3 ♣Q1096	
♠73 ♥KJ964 ♦108 ♣K843	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"> N W E S </div>	♠J109852 ♥2 ♦KQ96 ♣A5
	♠A64 ♥A10 ♦J7542 ♣J72	

West	North	East	South
Bernard	Jamilla	Kilani	Joris
–	1♥	1♠	2♦
Pass	2♥	2♠	3♥
Pass	4♥	Pass	Pass
Dble	All Pass		

As many know (and some of us fear), Joris is a hunter going after the win on every board. In this case 2♦ was already an eager bid, many would prefer double or even 1NT. With 3♥, Joris wanted too much and Jamilla considered it to be an invitational bid. West knew what to do and that meant 12 IMPs to France.

Then Jamilla gave Joris a headache:

Round 3. Board 12. Dealer West. N/S Vul.

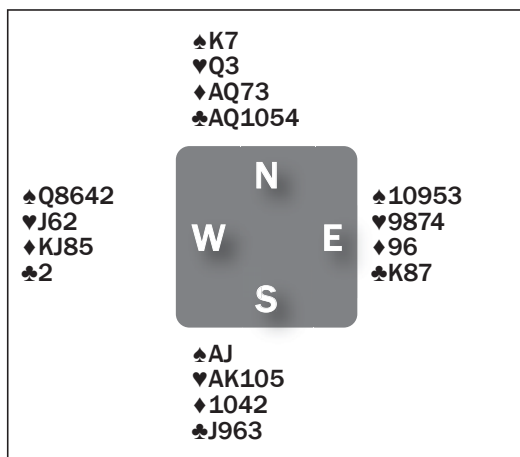
	♠K83 ♥6 ♦A10875 ♣Q1073	
♠A10975 ♥Q108 ♦92 ♣865	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"> N W E S </div>	♠642 ♥AJ74 ♦KQJ64 ♣9
	♠QJ ♥K9532 ♦3 ♣AKJ42	

West	North	East	South
Bernard	Jamilla	Kilani	Joris
Pass	Pass	1♦	2NT
Pass	3NT	All Pass	

Jamilla had a bathroom break and came back to see Joris overcall 2NT(clubs and hearts). After 1♦ – Pass – Pass – 2NT, should show 18-19. Joris was indeed fourth in hand but it was the third position that opened 1♦!

A diamond lead would defeat 3NT, Declarer has to cover the nine with the ten and East wins the jack and switches to a small heart. However, after a small spade for the queen, declarer crossed to the club queen and played a heart for his king. East, Alexander Kilani, a junior we have met many times in the previous five years and known as a fierce contender, claimed that he could take the heart ace and switch to the ♦K to defeat 3NT. That appeared to be untrue, as declarer immediately takes the ace and plays a spade to the jack. The ♣10 is the useful entry to dummy for the ♠K and East can only take two diamond tricks. So this was a case of ‘Escaping with shock’. The match that had started well for France sort of took a turn in Dutch direction. And Joris made the final and decisive blow:

Round 3. Board 19. Dealer South. E/W Vul.



West	North	East	South
Bernard	Jamilla	Kilani	Joris
–	–	–	1♣
Pass	2♣	Pass	2♦
Pass	2♥	Pass	3NT
Pass	4NT	Pass	6♣
All Pass			

YOUNGEST COMPETITOR

We are seeking to report the youngest competitor in each event.

In the Juniors, we suspect there is no-one younger than Pavle Vitas, 14, of Serbia.

In the Youngsters, we know of Phillip Pabst, 13, of Germany.

In the Girls we have been told it is Sofie Sjoedal, 11, of Norway.

If you know of anyone younger in your group, let us know.

After an inverted minor-suit raise sequence, Joris as South showed a non-minimum and North bid an invitational 4NT, gladly accepted by Joris. It has not so easy to estimate the chances of this slam but it seems around 50%.

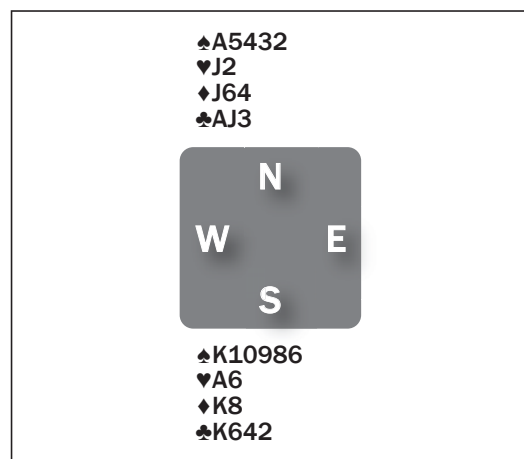
The spade lead went to the jack in South. Joris played a club for the queen and king in East who returned a non-descriptive heart. Joris took the queen, drew two more rounds of trumps and finessed the queen of diamonds. Then he played the club ace and ten, discarding the ace of spades from hand. Next he cashed the king of spades, pitching the last diamond from hand. Joris then knew he would make twelve tricks if the jack of hearts dropped or the player with jack-fourth also had started with four diamonds. It did and +920 gave the Netherlands the win (14.01) they needed so badly after their horrible start at the first day. With 28.01 we were still under average but alive again. And the Polish juniors were waiting to see the Dutch at the table for Round 4, another big test. The adventures of Joris in this match may be published in a new chapter of this diary.

LOST PROPERTY

The iPhone left in the vugraph room on Sunday can be collected at the reception of hotel GEM.

Daily Play Problem 4

Dealer West. N/S Vul.



West	North	East	South
1♥	Pass	Pass	1♠
2♥	3♠	Pass	4♠
All Pass			

West leads the king of hearts; you win with your ace when East follows low. Two rounds of trumps pulled all the trumps from the opponents. Now the question is, how do you play your clubs when West had queen-jack doubleton of spades?

You basically have two alternatives:

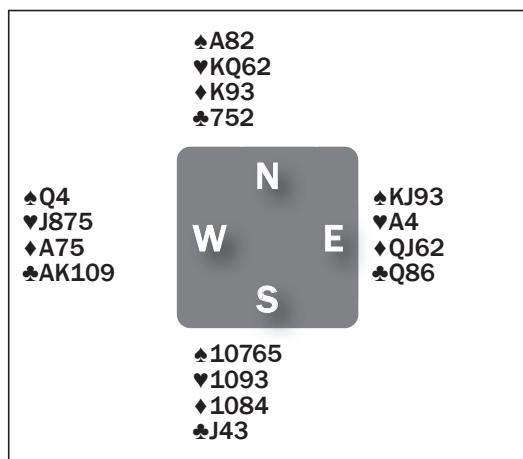
1. Do you cash the king of clubs and finesse with the jack?
2. Do you play ace and king of clubs hoping to drop queen-second?

Czech Republic v Norway (Juniors Round 5)

by Patrick Jourdain

Day 3 and the Czech Republic was in third place on the rankings and were playing Norway. In the Open Room for the Republic Kamil Zylka & Jan Kralik were playing Polish club whilst Tor Eivind Grude & Erlend Skjetne for Norway were playing a more standard 5-card major, strong notrump style, with transfer responses to 1♣.

Board 1. Dealer North. None Vul.



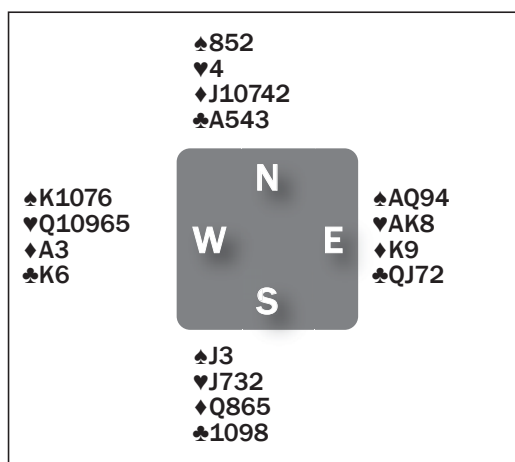
West	North	East	South
Zylka	Grude	J. Kralik	Skjetne
–	1♣	1♠	Pass
2♣	Pass	2♠	All Pass

Your reporter was sitting behind West, Kamil Zylka, and certainly expecting a natural 2NT bid on either the first round or second. The auction ended prematurely after an unassuming cuebid and a minimum response. Worse, East proved to have only four spades. He made nine tricks but an easy 3NT had been missed. However, that error proved

inexpensive when the result came through from the other table. The Czech pair sitting N/S had suffered a penalty of 1100 in Two Hearts doubled! That was 14 IMPs to Norway on the first board.

The next deal was everyman's 3NT for N/S. With two finesses and a break one can make 12 tricks but 10 or 11 looks more likely. On this occasion it was a push just making with our declarer missing a safe chance for an overtrick.

Board 3. Dealer South. E/W Vul.



West	North	East	South
Zylka	Grude	Kralik	Skjetne
–	–	–	Pass
1♥	Pass	2♣	Pass
2♥	Pass	3♥	Pass
3NT	Pass	4♦	Pass
4♠	Pass	4NT	Pass
5♣	Pass	5♦	Pass
6♥	All Pass		



Kamil Zylka

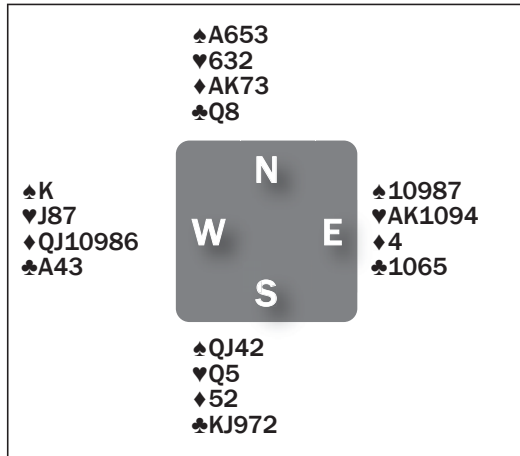


Jan Kralik

Zylka and his partner, Jan Kralik, handled this slam auction well. The 2♣ response was two-way, either natural invitational with long clubs, or 15+ any shape. The 2♥ rebid merely showed a hand with fewer than 15 points. The raise was game forcing. 3NT was a waiting bid, then two cuebids, keycard, one key, and a further try. With the trump queen and both missing kings, West bid the slam.

The 4-1 trump break proved to be the way you pick it up and West was quickly claiming 12 tricks. This was a flat board when Norway bid 6NT at the other table.

Board 4. Dealer West. Both Vul.

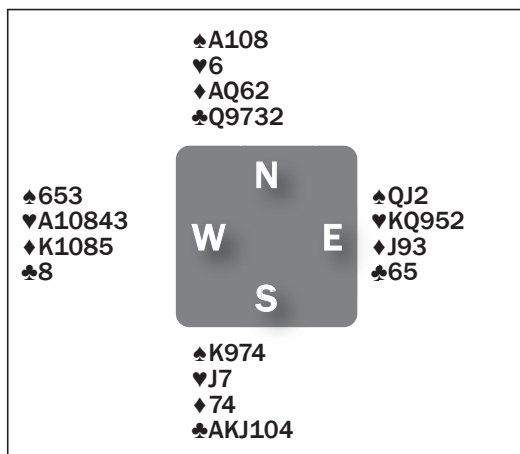


West	North	East	South
Zylka	Grude	Kralik	Skjetne
Pass	1♦	1♥	Dble
2♥	2♣	Pass	Pass
3♥	3♣	All Pass	

This looked to have been bid well with E/W having four expected losers and Three Spades makeable but hard work.

East led a top heart and switched to his singleton diamond. Declarer won in hand and tried to sneak through a low trump to the queen. This proved unsuccessful when West held the bare king. A diamond ruff followed and the defence had five tricks. Once again this swing proved less relevant when it transpired that the Norwegian pair at the other table had been allowed to make Four Hearts. That was a further 11 IMPs to Norway, who led 25-0.

Board 5. Dealer North. N/S Vul.



West	North	East	South
Zylka	Grude	Kralik	Skjetne
–	1♣	Pass	1♥
Dble	1♠	2♣	3♥
4♥	4♣	Dble	Pass
5♥	Pass	Pass	Dble
All Pass			

This auction revealed flaws in ‘modern’ bidding. First N/S had a ten-card fit in clubs and their only mention of the suit promised two cards. We will see how that cost later. Secondly, South’s response of 1♥ showing spades gave West a cheap way of showing his suit.

At many tables I guess East overcalled 1♥ but, when he did not, a normal response of 1♠ or 2♣ from South would probably have led to E/W missing their ten-card fit. North’s 1♠ showed three cards in the suit, and East showed a good raise in hearts (a raise to Four might attract some). Now came South’s Three Heart bid. When asked later what it meant he said he intended as asking for a heart stop but it was undiscussed and he was not sure North had read it that way.

Anyway, North bid a makeable game on the 4-3 spade fit. Natural bidders might have reached 5♣ succeeding on the diamond finesse, but there you go.

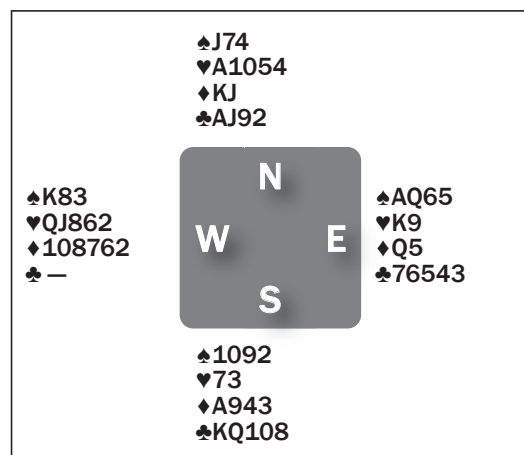
East doubled for penalties, for a looming 790 to N/S, but West recognised he had very little and ran away to Five Hearts doubled which one might expect to be 800.

North led a top spade, thought for a long time, and switched to a club. South won with the king and led through a diamond. North cashed his two diamonds and West dropped the king. Now North was not sure South had a doubleton diamond so he thought he would cash the club queen first. Declarer ruffed and claimed eight tricks for –500.

South was the one who knew declarer held a singleton club, so he should have won the first club with the ace and cashed the spade king before leading his diamond. Then North has no choice but to give him a diamond ruff.

At the other table the Czech Republic bid and made the normal Five Clubs for 600, so they gained 3 IMPs instead of losing 5.

Board 6. Dealer East. E/W Vul.



My Music

Alan Shillitoe (England U20s Coach)

While I like music across the whole range of genres, I admit my biggest love is for electronic music and DJ/club culture. I can be a bit of a music snob, but I'm also a student of the roots and history of it all. Like others who have done this, it was really hard coming down to just eight tracks that spoke for me. I feel tremendously guilty to have left out people such as Kraftwerk and James Brown who started the ball rolling, but instead I've opted for a selection that has direct personal resonance to different times of my life.

1) Blue Monday – New Order

As a young child in the early 80s, I remember being spell-bound when hearing synth pop records for the first time. The music was otherworldly and sounded like the future brought to life. I considered tracks by Gary Numan, the Eurythmics and Visage, but instead opted for this. The distinctive drum pattern is instantly recognisable, the synth lines still sound epic and underpinning it all is Peter Hook's classic bass. It may be over 30 years old now, but it sounds more avant garde than most records today. And it bangs properly too.

2) Just One Second (Apex Mix) – London Elektric

When I used to commute into London to work, I loved the sense of energy I would get of a city waking as I walked along. Drum and Bass is a very urban music and to me it is London music. This track completely captures that immense uplifting energy and feeling of anticipation that only a morning in that great city can give you.

3) Higher State Of Consciousness (Tweekin' Acid Funk Mix) – Josh Wink

I love dirty acid house music and the Roland TB-303 synth is the beating heart of it. Originally designed in the 80s as a bass synth for guitarists, it was seized upon by DJs who discovered they could warp and twist the sound to give the distinctive acid 'squelch' sound. This track takes a 303-line and teases it in and out, gradually building the tension before eventually dropping the wailing, screeching breakdown – invariably to complete dance floor mayhem!!

4) Xpander – Sasha

It was so difficult to pick one real trance anthem. Eventually I opted for this. It is eleven and a half minutes of interleaving, weaving, twisting, snaking melody lines all combining to

elevate the senses to another plane. Hearing this on a big soundsystem in a proper club with several hundred other people all worshipping at the same altar may be the nearest thing I have ever experienced to a rapture.

5) Teardrop (Chemical Brothers Unfinished Mix) – Massive Attack

One of the DJ's great skills is getting hold of otherwise impossible to find records. This track was never officially released and was only ever played out on a DJ set on BBC Radio One. With two of my favourite ever groups coming together, it was an obvious choice. The Brothers worked it out properly on this one, taking a trip-hop classic and turning it into a chunky dark destroyer. The Chemicals are also the best act I have ever seen live and along with the other huge electronic groups of the 90s – Leftfield, Underworld, Faithless, The Prodigy – formed a vital part of my teenage soundtrack.

6) Sun Rising – The Beloved

The inevitable deep house record and my favourite track by my favourite ever group. An operatic vocal sample drifts over a blissed out piano riff as we are gently lifted into a transcendent state. 'Love is just a state of mind... That we leave behind...' Proof positive that dance classics don't have to bang along at 100 miles an hour to have the desired effect.

7) Glory Box – Portishead

What goes up must come down. The plaintive lovelorn vocal soars over a looped Isaac Hayes sample and stumbling trippy beats. The soundtrack of many an afterhours session, intense melancholy has never sounded so good.

8) Ascent: An Ending – Brian Eno

Eno's work as studio boffin for Bowie, U2 and Coldplay will be more familiar to most people, but the man himself is a renowned visionary figure and sonic pioneer in the field of electronic music, especially for his ambient soundscapes. This track is taken from the Apollo and Atmospheres album which NASA commissioned to set to film from the aforementioned space missions. A track that reminds me of how small we really are in the magnificence of the universe.

Which seems like the perfect place to end this tour!



KTO GRA OSTRO, WYGRAĆ MUSI!

Marek Wójcicki

Oglądając kolejne mecze naszych juniorów widzieliśmy kilka rozdań, w których wykazywali się oni wstrzemięźliwością, skupiając się na zagranju właściwych częściówek. Nie zdołali na przykład dograć końcówki z poniższymi rękami:

NS po, rozd. E

♠W8 ♥108 ♦K106 ♣AD9875	♠D63 ♥A765 ♦765 ♣W32
♠975 ♥D932 ♦D98 ♣K106	♠AK1042 ♥KW4 ♦AW53 ♣4

W	N	E	S
Bułgar	Polak	Bułgar	Polak
pas	1BA	pas	1♠
pas	3♣	pas...	2♦

Prawdopodobnie N powinien zalicytować 3♣ od razu po 1♠, aby wskazać inwitującą rękę z kolorem 6+... Na drugim stole Bułgarzy, grający Precision Club, doszli błyskawicznie do 3BA.

Rozdanie to pokazuje, jak młodzież nie ma szacunku do narodowych wartości. Kiedyś znane było pojęcie „polskiego bilansu” w którym 11+11 dawało końcówkę. Być może strefa 16+10 jest trudniejsza do ogarnięcia...

Jeszcze bardziej drastycznym przykładem było inne rozdanie z tego samego meczu:

Obie przed, rozd. E

♠AW7 ♥65 ♦AKW4 ♣AW92	♠K9865 ♥32 ♦103 ♣8753
♠D ♥KD10974 ♦9862 ♣D10	♠10432 ♥AW8 ♦D75 ♣K64

W	N	E	S
Bułgar	Polak	Bułgar	Polak
2♥	ktr.	pas	pas
pas...		pas	2♠

Gdzie był błąd? Nie było?

W końcu rozdanie zostało wygrane – na drugim stole Jassem z ręką W skoczył w 3♥, i po kontrze N i pasie E, S zdecydował się na 4♣ zamiast 3BA, bądź jeszcze skutecznego pasa. 4♣ bez jednej, 2♠ 140 – 5 imp dla Polski.

Oczywiście, zarówno N, jak i S byli w problemowych pozycjach. N, po 2♠ partnera miał 18 PC. Co jednak miał zalicytować? 2BA z dwoma błotkami kier nie wchodzi w rachubę, 3♠ z trójką pików tak samo... Pas jest racjonalny.

Wydaje się, że zasadniczy wkład w tą, jakże piękną, katastrofę, wniósł S, który miał maksimum pasa. Grając Lebensohlem powinien powiedzieć 2BA, a po 3♣ zalicytować 3♠, wskazując górę pasa, czwórkę pików i zatrzymanie kier (bez zatrzymania powinien powiedzieć 3♥). W końcu grymy w meczu i po partii. To nie miejsce na cyzelowanie częściówek, a trzeba szukać licytacji, dających szanse na dogranie końcówki.

W końcu jednak trafiła kosa na kamień. Na mecz ze Szwecją nasza drużyna, pouczona przez kapitana, wyszła z zupełnie innym nastawieniem. W końcu trzeba było sprawdzić, czy wygra „polski bilans”, czy „szwedzki inwit” (dla niewtajemniczonych – taki, który z kontrą jest już za 800)?

Już na początku Paweł Jassem przypomniał sobie jedną z maksym, jakimi kierowała się para jego krajanów – Marek Kudła i Andrzej Milde (mistrzowie Europy par 1980 i drużynowi mistrzowie Europy 1981) – „skoczność podstawą szpilu”:

Rozd. 1. Obie przed, rozd. N

♠W10954 ♥963 ♦6 ♣AKW6	♠K2 ♥KD54 ♦952 ♣D982
♠D87 ♥W7 ♦A108743 ♣53	♠A63 ♥A1082 ♦KDW ♣1074

W	N	E	S
Jassem	Karlsson	Wojcieszek	Gullberg
	pas	pas	1♣
3♦!	ktr.	pas...	

N nie powiedział 3♠, a z sobie tylko znanych powodów skontrolował. S z „książką” w ręce uznał że to najlepsza droga do wzięcia zapisu i spasował. 300 dla Szwedów nie zre-kompensowało zapisu za końcówkę pikową, wygraną przez naszych po ataku treflowym.

Jak licytuje się w meczu – uczmy się od Michała Klukowskiego.

Po partii, jego partner otworzył 1BA. Michał miał 7 PC: ♠1095 ♥W93 ♦K6 ♣DW962.

Większość (17 razy na 22 stołach) pasowała... A Michał – po partii nie czas na czelowanie częściówek – za-inwitował – Piotr Tuczyński przyjął:

Rozd. 15. NS po partii, rozd. S

		♠1095 ♥W93 ♦K6 ♣DW962	
♠KD86 ♥K82 ♦8543 ♣107	W	N E S	♠AW3 ♥D654 ♦D7 ♣8543
		♠742 ♥A107 ♦AW1092 ♣AK	

W wyszedł co prawda w pika, ale obrońcy mogli wziąć jedynie cztery lewe pikowe. W tym stylu – ostro i do przodu – grany mecz ze Szwecją zakończył się zwycięstwem naszych w stosunku 13.41-6.59. Tak trzymać! Kto gra ostro, wygrać musi!

19th RED SEA INTERNATIONAL

Bridge

FESTIVAL

EILAT - ISRAEL

NOVEMBER 14-24, 2♥13





Tournament Program

Mixed Pairs	November 14-15
T.B. Pairs	November 16
National Simultaneous	November 17
IMP Pairs	November 18-19
Open Pairs	November 20-22
Teams	November 23

Participants from All Over the World
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€ 15 per session.

Total Prize Money in Excess of €20,000

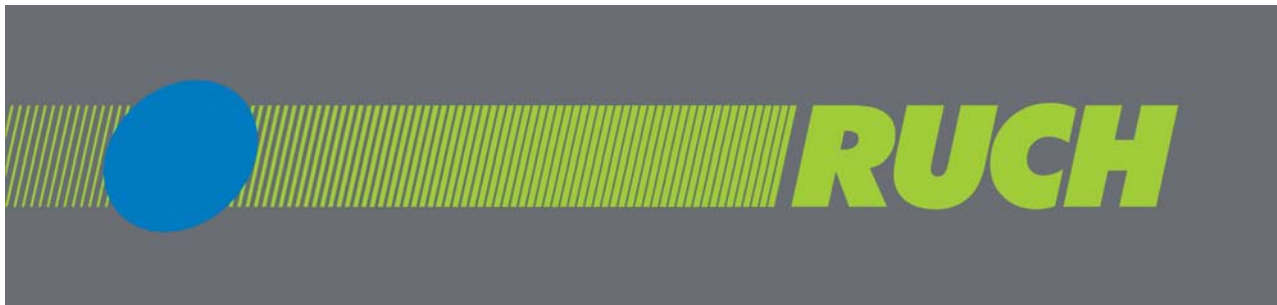
Special Accommodation Packages

Daily Social Events

Further information and registration:
Organizing Committee: David Birman, 50 Pinkas St., Tel Aviv, Israel
Tel.: 972-3-6058355, Fax: 972-3-5465582, Email: birmand@inter.net.il
www.bridgeredsea.com





RUCH read a new

RUCH is one of the most recognizable brands in Poland. Its history dates back to 1918, which means that it is 95 years of age. Today RUCH is a privately held company that is currently undergoing dynamic transformation aimed at matching the business with the needs of customers across the country. The changed logo and new kiosk cubes make the external sign of many changes that are currently taking place in the company. The new model of kiosks is a synonym of modernity, openness to the contacts with customers and immediate reaction to their spontaneous needs.

Listening to the rhythm of millions

RUCH's network of sales is built so as to be able to satisfy basic but pressing needs of our customers at each step. Purchasing press, tickets, morning coffee or snacks, that is activities we usually do not want to devote too much time to and that we do without prior planning, may be done in a an easier and faster way. While designing a new kiosk, we tried to make even the quick way of shopping for small products pleasant. The new kiosk cube is wide open, products are easily accessible and well displayed, and the contact with the assistant has been made comfortable.

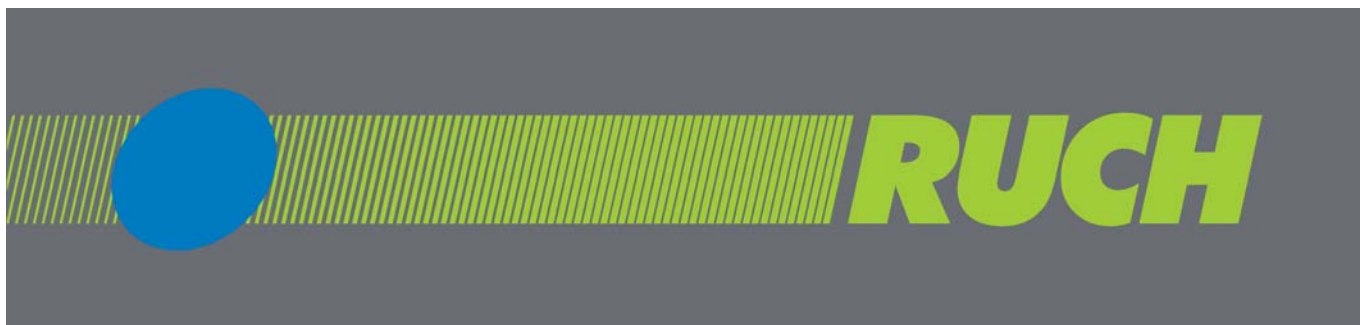
Kiosk is a coffee corner. Coffee is grounded and percolated in high quality vacuum coffee makers on the spot. Customers can also buy sandwiches and snacks. All these features have contributed to the new model of RUCH kiosks being recognized as an innovation on the Polish market.

In rhythm of space

Over the years RUCH has melted into the landscape of Polish cities. It has changed and is still changing with them. New selling points of RUCH are characterized with a modern design that ideally meets the architectural requirements of contemporary metropolis and developing towns. The graphite colour of the kiosks constitutes a neutral background matching the urban architecture and making it possible to effectively display merchandise. The changed stylistics of the RUCH trademark possesses modern and dynamic character. The attractive set of colours attracts attention. The name, the type font and characteristic shade of green refer to the nearly 100-year tradition of RUCH.

Need of a place

The retail network has been divided into four segments. Each of these segments provides customers with an offer tailored to the place where they are in a given moment. Except for the so-called basic assortment, kiosks offer characteristic merchandise that is useful in this specific location. Cigarettes, magazines and tickets are sold in busy places; books, gifts and postcards are sold at airports and train stations; an extensive range of weeklies and magazines may be found in shopping centres whereas public utility facilities offer sandwiches or intermediate products that make it possible to prepare a quick meal.



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