



## PRESS RELEASE

### DELTA BEVERAGES

Harare, Zimbabwe (4 September 2020)

#### The Castle Lager National Braai Day!

The 2020 edition of the biggest event of the year, the Castle Lager National Braai day, **which is traditionally held at a public venue on the last Saturday of October, will be staged in a different format.** The idea was born from the strong association between braai activities in the country, beer consumption and listening to music. Considering the current Covid-19 pandemic and the need to ensure adherence to the Covid-19 prevention guidelines, this year's edition of the Castle Lager National Braai Day will be enjoyed from the comfort of our homes. This time it is a festival dubbed **Braai Paden**. The campaign will kick off with a sales promotion called the **Castle Lager National "Braai Paden" Promotion** that starts on Friday 4<sup>th</sup> of September **and ends** on the 25<sup>th</sup> of October 2020.

To participate in the promotion and stand a chance to win one of many exciting prizes such as braai stands, braai packs and many more, one needs to buy any three Castle Lager packs of choice, fill in their details on the back of their till slip and deposit in entry boxes available at their nearest supermarket.

Castle Lager as the flagship clear beer brand for Delta Beverages is giving all braai lovers an opportunity to enjoy their braai at home, enjoy their Castle Lager whilst listening to good music. All of this, AT HOME!

This year we have partnered with various online delivery platforms such as Colcom's Home-2-U Service, Garfunkels, Fresh in a Box, Liquor Deliveries and Gateway Stream, to offer **consumers** the convenience of ordering their braai meat or

Castle Lager and have these delivered to their homes. Consumers can also go to their nearest supermarket and butchery to purchase their braai meat and Castle Lager.

During the campaign leading up to the main day on 31 October 2020, there will be extensive consumer engagement on the Castle Lager social media platforms where consumers also stand a chance to win several prizes. Castle Lager will also partner with leading radio stations where DJs from around the country will get to entertain consumers every Saturday during the month of October. On this day, we aim to host the largest virtual braai as our followers and consumers will be asked to post pictures and videos of them enjoying their” Braai Paden”.

Come and celebrate with us as we set our own record.

**END**

**Note to editors:**

**Overview of Delta Corporation**

Delta Corporation is involved, through its principal subsidiary Delta Beverages, in the brewing of lager and traditional beer and the bottling of soft drinks under license from the Coca Cola Company. It operates one of the largest distribution network of depots and delivery fleets in Zimbabwe. The Company has a significant interest in Schweppes Zimbabwe which manufactures still and juice drinks under the Coca-Cola franchise. Delta Beverages is the country’s leading brewer with more than 15 beer brands and some 4,000+ employees across the country. The group’s portfolio includes Castle, Carling Black Label, Chibuku, Chibuku Super, Castle Lite, Redd’s and Castle Milk Stout as well as leading local brands such as Golden Pilsener and Zambezi. Its associate entity African Distillers is the leading producer of wines, spirits and ciders. It is the majority shareholder in Natbrew Plc, the LuSE listed traditional beer business in Zambia. Delta Corporation is an associate of AB InBev, the world’s largest beer company.

**Enquiries**

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