



PRESS RELEASE

DELTA BEVERAGES

Harare, Zimbabwe (13 September 2019)

The Castle Lager National Braai Day Never to be missed!

The biggest event of the year the Castle Lager National Braai day is finally upon us and we are excited to be rolling out the third edition of the campaign! This time it is a festival dubbed the **braai fest**. The idea was born from the strong association between braai activities in the country, Castle Lager consumption and listening to music. It is bigger! It is better and promises a lot of excitement! The event will be held from the 25th to the 26th of October 2019 at Old Hararians Sports Club in Harare and in addition build- up activations to the festival will be held across the country, which is a first! The micro events have started, and they will run on the scheduled dates below

- 7 September: Kadoma - Speedway
- 14 September: Chinhoyi – Christos Bar
- 21 September: Harare - KwaFarai and PaChikwanha
- 28 September: Mutare – Villa Spot
- 5 October: Gweru – The Barn
- 12 October: Bulawayo – Highlanders Hlangabani Lounge
- 19 October: Masvingo – Reflections

This has been necessitated by consumer demand to have localised events ahead of the main event in Harare. Consumers spoke and we listened!

Castle lager as the flagship lager beer brand for Delta Beverages is giving all braai lovers a platform to come together and set their own record of braaiing, enjoy their favorite lager whilst listening to good music on the day.

The campaign took off two years ago with a referendum where consumers of castle lager voted to make the last Saturday of October the official Castle Lager National Braai Day. This referendum created a lot of excitement in the market with over **1,100,000 votes** having come through the campaign.

As part of cementing our communication platform “It all comes together with a Castle” this braai day will see the Gigmaster (music), the braaimaster (braai) and the brewmaster (castle) coming together. It is a day filled with fun and activity where records will be broken. To add to the excitement like every year a braaiometer will be on site showing the consumption levels of meat as the day progresses. Meat consumed in the build up activations will also be added!

The event will not be a success without the partnering of popular braai spot outlets and our lager beer outlets, and we want to take this opportunity to thank them for partnering with us. These partners will be assisting with the braaiing of meat, however there will be braai stands available for own braaiing. We are calling all braai patrons of all popular braai spot areas in and around Harare to come and enjoy their favorite braai at Old Hararians Sports Club on the 25th and 26th of October 2019. Double fun! Double activities!

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

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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.

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