



CARLING BLACK LABEL NATIONAL POOL TOURNAMENT

DELTA BEVERAGES

Harare, Zimbabwe (06.06.24)

The much-anticipated Carling Black Label National Pool Tournament is back targeting twenty-six centres around Zimbabwe, with the finals in Harare. The tournament has been running for over 10 years in conjunction with the Zimbabwe Pool Association (ZIPA).

This year, the players registered via WhatsApp or USSD prior to the regional tournaments starting on the 1st of June 2024. The tournaments will be conducted across all ten provinces to increase the reach of this sponsorship. It is pleasing to note that the tournament is gaining traction, popularity and resonance amongst our loyal Carling Black Label consumers.

Prizes: 1st - USD2,500 and a Pool table

2nd - USD1,500

3rd - USD1,000

4th - USD500

Preparations for this year's edition kicked off with a referees training seminar which was held in conjunction with ZIPA and saw more than 50 referees across the ten provinces attending.

This basic induction seminar addressed the new and dynamic ways of delivering instructions. It also included an appraisal of competencies to equip the referees with knowledge and understanding of the application of rules in line with the world standards of the modern game. The competition will end on the 27th of July 2024.

Champions Deserve a Champion Beer!

Ends

Note to editors:

Overview of Delta Corporation Limited

Delta Corporation is involved in the brewing of lager and traditional beer and the bottling of soft drinks under license from the Coca Cola Company under the Delta Beverages Company. Delta Beverages a division of Delta Corporation 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, Chibuku, Chibuku Super, Castle Lite, Carling Black Label, Sable Lager as well as leading local brands such as Golden Pilsener and Zambezi. It operates one of the largest distribution networks of depots and delivery fleets in Zimbabwe. The Company is involved in wines and spirits through its subsidiary African distillers. The Company has a significant interest in Schweppes Zimbabwe which manufactures still and juice drinks under the Coca-Cola franchise.

Enquiries

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