

DELTA WORLD Magazine

F25 Graduate
Trainee Enrolment

Chibuku Monde Quality Award

Unplugged x Coca-Cola Food Fest

Contents

03 • December 2024



About Delta World Magazine

The Delta World Magazine is a digital magazine for internal communications within the company.

The magazine serves as a platform for employees to stay informed about company news and updates, as well as to share their thoughts, experiences, and ideas.

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www.delta.co.zw

Contributions to the Delta World Magazine are welcome. The next issue will be published at the End of April 2025 Deadline for contributions is March 30, 2025.

Please email your article and pictures to the editor, Patricia Murambinda, $\underline{p.murambinda@delta.co.zw}$

Pictures must be good quality, in focus and high resolution, in jpeg or pdf format.

If you have any queries, please address them to Kissmore Murandu $\underline{k.murandu@delta.co.zw}$ Delta Corporation Head Office.

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Editor's Note

Hi Everyone!

It is year-end already! The year is almost gone!

I hope we have been "on top of the business, and in the business." This means being detached and able to take a wider perspective while being immersed in the details when required. You have to be able to have an enormous appetite for the detail to drive [that] sense of urgency, to make that purpose come alive with storytelling. Then you need to have that broader picture...by continuously being a few steps ahead.

Let's all imagine the future in our workspaces, even when industry shifts happen much faster than we expect. We need to practice new mental models outside of our comfort zone and harness all value-creation opportunities to have exciting stories to tell in the new year.

I hope that reading this e-newsletter will have an impact on and encourage you to have an impact on others. Here at Delta, colleagues not only support and encourage each other but also show up at community activities when the communities we operate in need us most.

Here is to impactful activities!

Happy holidays!

Patricia Kudzai Murambinda

Delta Corporation Limited,

General Manager - Corporate Affairs



CEO's Message

Dear Colleagues

As we close off the year, 2024, I would like to thank each and every one of you for putting your best foot forward in driving our business growth agenda despite the many challenges facing the country and the company. Your hard work and dedication are truly appreciated. Keep up the good work!

Our current situation requires us to stay focused our goals and objectives. We need to work together as teams to identify solutions for us to succeed. It's important that we remain motivated, proactive and work towards our long-term goals!

The end of the year is a time to reflect on the past and to plan for coming year with hope. As we strive to meet out work commitments, it is necessary that we look at our own personal goals; family life, educational and career advancements and not least our health and wellness. We need to remain resilient and focused on our objectives, no matter what challenges come our way as we look ahead. These goals need to be realistic and achievable though. Let's use this time to come out even stronger and achieve our full potential.

Matts Valela
Delta Corporation Limited,
Chief Executive Officer

The Executive Leadership Team is here to provide support and guidance, so feel free to reach out.

For the Company, we start the final quarter of F25 as we enter into the new year 2025. We have had mixed results in the last nine months, but we should feel a sense of accomplishment. We are seeing some volume recoveries and good improved market execution for this Xmas peak period. Let's endeavour to finish strong and meet our targets. We need to carry this momentum into the fourth quarter.

Wishing all the employees of our company a blessed and cheerful Christmas full of celebrations and happy times with your family and friends.

Here's to a future with more cheers. Let's make everyday a good sales day!
Warmly,

Matts Valela, Warmly,

Matts Valela.



We are Delta Corporation – Brighter Together



Delta Beverages Partners with the **Traditional Council** of South Africa

Local Production and Community-Centric Partnerships Drive Growth for UNB.

Delta Beverages this year in April initiated the local production of Chibuku Super and Chibuku Super Banana at the Phelindaba Brewery in Pretoria. To mark the launch of the locally produced Chibuku Super and Chibuku Super Banana, celebratory events were held at both the Phelindaba Brewery and Butterworth Brewery. These launches highlighted Delta's commitment to expanding local production and delivering fresh, high-quality beverages to consumers.

Partnering with the traditional councils of South Africa offers United National Brewery (UNB) strategic advantages including Community Trust and Credibility as traditional councils hold a long-standing position of trust and respect within their communities. This partnership would allow UNB to leverage this trust, enhancing its credibility and acceptance among local consumers.

Cultural Alignment is another benefit of such a partnership as custodians of cultural heritage, traditional councils can help UNB align its brand with local customs and traditions, making the product more culturally relevant and appealing. Traditional councils have deepin these regions, expanding the brand reach.

Collaborating with traditional councils also provides valuable insights into local consumer behavior, preferences, and trends, enabling UNB to tailor its marketing and product strategies more effectively. This collaboration enhances community involvement and support for UNB's initiatives, fostering a sense of ownership and loyalty among the consumers.

By partnering with the traditional councils of South Africa, UNB not only enhances its market presence and brand loyalty but also contributes positively to the social and cultural fabric of the communities it serves, strengthening its brand image as a community-focused company.



Our People Our Culture Our Future

Delta Corporation





Delta Culture Change Program Highlights















National Annual Quality Awards (NAQA)

A Toast to Quality, Delta Earns Top Honors at the 2024 National Annual Quality Awards

Delta Beverages Sorghum Zimbabwe made a strong debut at the 2024 National Annual Quality Awards (NAQA), competing in three prestigious categories:

- Company of the Year (Large Enterprise)
- Product of the Year (Large Enterprise) Quality Contributor
- Individual of the Year

On October 11, 2024, the MDM submitted the award pitches to the Standards Association of Zimbabwe (SAZ) marketing department. A month later, on November 15, 2024, a delegation from Delta, including the MDM and Technical Executive, attended the awards ceremony at the Golden Conifer Events & Conference Centre.

In its first-ever participation at NAQA, Delta Beverages Sorghum Zimbabwe achieved outstanding recognition:

- 1st Runner Up: Product of the Year (Large Enterprise) Chibuku Super
- 1st Runner Up: Company of the Year (Large Enterprise) - Delta Beverages Sorghum Zimbabwe

These accolades highlight Delta's unwavering commitment to quality and excellence in the beverage industry.









Zimbabwe MusicCollege Graduation



From Passion to Purpose: Zimbabwe College of Music Graduates Take Center Stage as Catalysts for Economic Growth, Cultural Diplomacy, and Social Change.

The 15th Zimbabwe College of Music graduation ceremony to celebrate the achievements of the National Certificate in Music and Advanced Certificate in Music Graduates was held on the 21st of June at Zimbabwe Music College.

Music has since evolved from being a hobby, a preoccupation of lumpen youths, or a career for the social outcast to become a value chain. It has become a key pillar in national economic development, peacebuilding, cultural diplomacy, and social cohesion. Delta Corporation General Manager – Corporate Affairs, Ms. Patricia Murambinda strongly believes in the power of corporate social responsibility, with a commitment to Environmental, Social, and Governance (ESG) principles underpinning all initiatives. She said, "A thriving community is built on the foundations of sustainable practices". She also encouraged corporates not to shun the arts, not to shun musicians, not to undervalue musicians but to work and promote them. Delta Corporation has worked with the music industry, the Government of Zimbabwe, the National Arts Council of Zimbabwe, and many other organizations for generations because of the realization of the Cultural and Creative Industries Strategy for 2020 to 2030.

Through Delta's initiatives and support of the music industry such as Chibuku Road to Fame, they have witnessed how the Zimbabwe College of Music and many other groups have been supported in nurturing creativity and exuding their cultural expression. Its relationship with the Zimbabwe College of Music is one of the many practical ways that Delta demonstrates its commitment to the music and arts industry.

Over the years, Delta Corporation has provided scholarships to students pursuing the National Certificate in Music. Their success stories are a testament to the transformative power of education and the arts. Delta's commitment is to support education and talent development and to create platforms where these talents can thrive. "We will continue to invest in initiatives that promote and ensure that artists have the resources and opportunities they need to succeed", added Ms. Murambinda.

She went on to address the drug scourge in this country and encouraged the upcoming musicians to assist in communicating the dangers of drugs and substances. "A lot has been said, campaigns have been made, and arrests have been made but the problem is still here with us. What are we missing? I strongly believe that a multi-sectoral approach senior musicians here present, the corporate world, government, civil society, and local leadership can help the scourge. We have gone past the campaigning or awareness stage we need to put our hands together and save this generation," she said.

Patricia Murambinda congratulated the National Certificate in Music and Advanced Certificate in Music graduates. "You have succeeded in your studies and become ambassadors of our college and cultural heritage. As you step into the world, may you continue to inspire, create, and share the beauty of music with the world. We look forward to witnessing your continued growth and success," she said.



F25 Graduate Trainee Enrolment

Highlights









2024 Graduates

1. Rachel Zvidzai

BSc Honours in Civil Engineering.

2. Nkosinamandla T Sibanda

Bachelor of Science degree in Biomedical Sciences.

3. Makweche Britney T

Bsc Hons in Construction Engineering and quantity surveying

4. Anele Ndlovu

Bachelor of Medicine and Bachelor of Surgery

5. Concelia Banda

BSc (Hons) Forensic Psychology and Criminology

6. Munashe.E.Nyemba

Bachelor of Engineering Honours in Chemical Engineering

7. Norest Mutimha

Bachelor of Medicine and Surgery degree

8. Richard Chipika

Bachelor of Engineering Honours in Chemical Engineering

9. Denmore Dube

Bachelor of Science Honors in Computer Science

10. Nyasha Augustine Zvavanhu

Bachelor of Science Honors in Electrical & Electronic Engineering.

11. Shungu Mamutse

Bachelor of Medicine and Surgery degree





Delta Corporation Hosts The Enactus Zimbabwe National Champion

Celebrating Innovation: UZ Enactus Team Embarks on World Cup Journey to Astan.

Delta Corporation Limited hosted the Enactus Zimbabwe National Champion on the 27th of September 2024 at their headquarters in Borrowdale Harare for a Send-off Ceremony celebration as they prepared to depart for the Enactus World Cup Ceremony, held in Astana Kazakhstan from the 1st to 4th of October 2024.

The National Champion this year is the University of Zimbabwe which was crowned at the local Enactus Zimbabwe National Competition, held in July at the Celebration Centre with over 250 delegates in attendance.

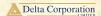
The Enactus World Cup is a global convergence of innovative minds and young social innovators from 35 Countries. The event also brings together leading business leaders and academics who will gather in Astana a city as vibrant as young minds that will be celebrated this year.

The Enactus World Cup offers a unique platform for networking with global leaders and top executives. Past events have been graced by distinguished guests such as the former United States of America Secretary of State, Ms. Condoleezza Rice, and former African Union Chairperson, Dr. Nkosazana Dlamini-Zuma, underscoring the high caliber of participants and speakers involved.









Emergency Fire Fighting Internal Competitions

DHO team prepared and participated.

As a way of fostering emergency preparedness, the DHO team prepared and participated in the Sorghum firefighting competitions held at Mandel Training Centre.





Cheers to a clean city



Delta MAD Clean-Up Campaign

Celebrating Music, Family, and Responsible Living

Delta Corporation conducted a cleanup campaign in Norton on December 14, 2024, aimed at promoting environmental conservation and community engagement. The campaign's objectives were to collect and dispose of litter and waste in the designated areas and raise awareness about the importance of environmental conservation and community responsibility. They also aimed at fostering community engagement and participation in environmental initiatives to minimize deadly diseases like Cholera.

The campaign was coordinated by Delta Head Office's Corporate Affairs, SHE, Norton Town Council, volunteers through its traders, and secured necessary equipment like trucks & cleaning supplies. The cleanup event lasted for 4 hours, and the Road Show helped mobilize volunteers from nearby communities. Govans, Town, Ngoni 1, Ngoni 2, Calfa, Katanga, and Marridale were the routes taken in the campaign. Each shopping center collected and disposed of waste, as the organization interacted with the community to raise awareness via the Road Shows where people would also win MAD T-shirts, caps, and various stuff. Over 35 community members and 50 volunteers at shopping centers were engaged in promoting environmental awareness.

The Norton Mayor who graced the occasion

and 13 Ward Councilors had the opportunity to address residents at the various centers to always look after their environment and follow regulatory guidelines as they vowed to support by collecting refuse weekly.

The clean-up campaign was a resounding success. Approximately 200 kg of waste, including bottles, plastic bottles, cans, and other non-biodegradable materials were collected, demonstrating the power of community engagement and environmental activism.

Traders and the Business community appreciated Delta's effort for such a noble cause, and they promised to play their part in encouraging consumers to be responsible.

Delta recommended organizing regular clean-up events to maintain community engagement and environmental momentum. Expand outreach efforts by collaborating with local traders, businesses, and community groups to amplify the campaign's reach and impact. Implement and promote Delta's recommended sustainable practice message, the 3 x Rs: Reduce, Reuse, and Recycle to minimize waste and environmental harm, especially to children and domestic animals.



DHO Fitness Initiatives

Promoting wellness among employees.

Delta Corporation continues to promote wellness among its employees with weekly Zumba and aerobics sessions. Employees have also been participating in monthly half-marathons to keep their fitness lifestyle in check.





NØ TO UNDERAGE DRINKING







2024 Designated **Driver & Pledge 18 Activation Zimstock**

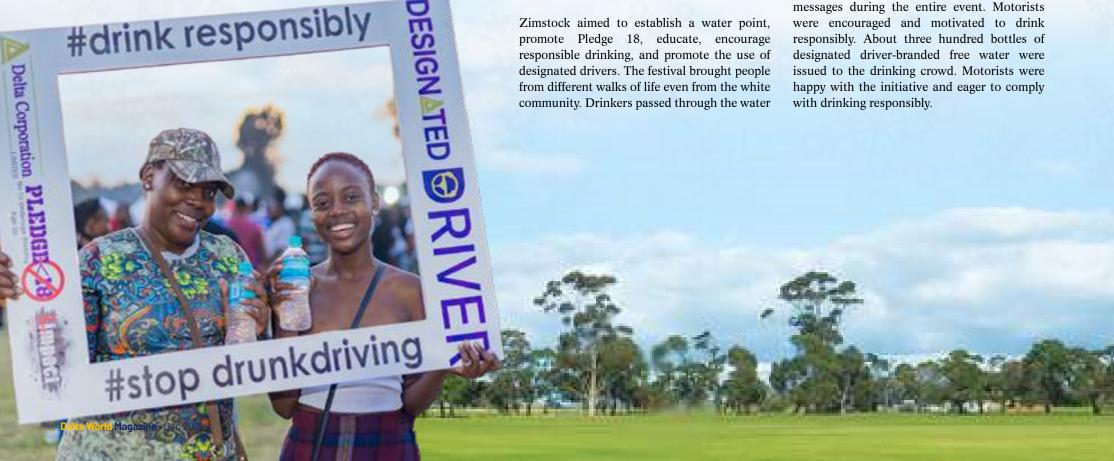
Celebrating Music, Family, and Responsible Living

Held on September 14th, Zimstock is an annual family music festival organized by Hellenic College. The event provides a platform for companies and organizations to showcase their products and services. It also provides entertainment to the attendees from reputable and prominent artists. This year's edition hosted Mafikizolo, Mango Groove, Sunset Sweatshop, Tamy Moyo, Pendo Masote, and the Hellenic Orchestra also performed. The event attracted over three thousand people of all age groups. A fun zone for children was also available, and bars and food outlets were situated with exhibitions on site.

point to collect water as they left the event.

Teenagers came and had discussions about underage drinking, safe partying as well as drugs and substance abuse. Most of the teenagers talked about having more knowledge about issues of underage drinking and made a pledge to age up before they drink up. Credit was given to the teenager's parents who continuously instilled knowledge in them. Three hundred bottles of branded Pledge 18 water were distributed to the teens as they pledged.

Responsible drinking was one of the key messages during the entire event. Motorists



Five Aside Pledge 18 Tournament

Pledge 18 Futsal Tournament: Delta Corporation Takes a Stand Against Underage Drinking

Delta Corporation takes great pride in being one of the official partners of this tournament organized by Zifa and the Futsal organizing team. The tournament was themed, Pledge 18 Five Aside (Futsal) Tournament at Oriel Boys High, and the game aimed to stop underage drinking. The tournament draws different schools from different age categories, including under-15 boys and girls, under-17 boys and girls, and under-20 boys and girls.

Schools that attended this tournament included Christ Ministry, Mabvuku High School, Kuwadzana 1 High School, Domboramwari, Epworth Secondary School, Oriel Boys, and others. 400 people attended the tournament including the players and the Oriel Boys High School boarders. Delta's Pledge 18 Gazebos also shadowed players and officials on every field.

All teams put their full potential on the field of play making the tournament more competitive. The tournament also drew other partners including Eat n Lick and ZBC. Some players were interviewed and shared their views about how sport can eradicate underage drinking. Pledge 18 produced branded jerseys, medals, and water which were used as prizes.

Congratulations to the Oriel Boys High Beasts for roaring louder against underage drinking. The Under 17 girls Champions were Mabvuku High School - High Age Up Before You Drink Up. Zimpact thrives to be more impact through innovation and creativity. They recommend taking up Five Aside (Futsal) football to help reduce underage drinking. They also recommended taking the five aside even in the streets of our communities as a campaign tool.





Students presented innovative ideas to promote smart drinking and moderation. Midlands State University emerged victorious with their project "DASH," which tackled underage drinking by promoting healthy choices through children's books, e-books, audiobooks, and mobile apps and secured US\$3,141.

The National University of Science and Technology secured the first runner-up position with their "Qaphela" project. This project addresses the critical issue of drunk driving through a multi-faceted approach, including a car system that detects driver drowsiness and alcohol levels, a designated driver network, and awareness campaigns. The team pocketed US\$2,162.00, while the other nine participating universities shared a spoil of US\$4,697.00, courtesy of Delta Corporation Limited to reinvest in their projects.

Delta Corporation Limited's commitment to responsible consumption was emphasized by their non-executive director Emma Fundira, who highlighted "smart drinking and moderation" as a strategy for safe alcohol consumption and a healthier society. "Delta aspires for a better world by doing things that make a difference. Delta believes in a brighter, better, thriving, and growing society, and today something new has come to fulfill this aspiration in our community and we are proud of it. The Smart Drinking and Moderation Innovation Challenge worth US\$60 000 is before us," she added.

The Ministry of Health and Child Care, represented by Permanent Secretary Aspect Maunganidze, expressed his strong support for the initiative, recognizing the devastating impact of substance abuse on the nation's health, economy, and social fabric.

"The Ministry of Health and Child Care recognizes the devastating impact of drug and substance abuse on our nation's health, economy, and social fabric," he said. "We are committed to fostering a healthier Zimbabwe, where every individual, particularly our youth, can reach their full potential, free from the shackles of addiction. This challenge has empowered young minds to delve into the heart of our communities and identify pressing issues related to drug and substance abuse," he added.





The 2024 Great Dyke Cycling Tour

Initiative aimed to raise awareness about the dangers of substance abuse and promote responsible drinking habits.

The 2024 Great Dyke Cycling Tour attracted cyclist from Watershed and Harare as well as some parents from Harare and Chinhoyi. The event had a target of 700+ participants and spectators, however due to several events around the invited schools the turnout was reduced to 400+.

The tour aimed to establish an exhibition point to educate Pledge 18 and designated driver initiatives and empower parents and children about safe partying and parenting.

Zimpact treated the event as a Pledge 18 and Designated Driver Awareness race. Their objective was to promote safe partying, no underage drinking, and responsible drinking. Apart from Zimpact, Manika Cycle was one of the exhibitors and key sponsors of the event.

At the official award ceremony, Zimpact was given a chance to give a speech about Pledge 18 and Designated Drivers. "We encourage drivers to drive sober as they go back to their homes as well as parents to support their children especially the outgoing students from alcohol, drugs, and substance abuse," they said.

"Kids who went through a cycling clinic will be good cyclists. The same goes for investing in young children about underage drinking will build a better citizen," they added.









We are Delta Corporation - Brighter Together Delta Corporation



Pledge 18 Activations

Initiative aimed to raise awareness about the dangers of substance abuse and promote responsible drinking habits.

The Pledge 18 initiative was activated very well with the Theme of cycling to stop underage drinking since there were two categories of under-18 races, the 10km and 22km races. Congratulations to the little boys and girls who completed their 10km race. This was a complete dedication to the race and the commitment to end underage drinking.

The cyclists rehydrated as they stopped at the finish line. This gave them an understanding of the importance of water to their health other than alcohol.







DesignatedDriver Awareness

Initiative aimed to raise awareness about the dangers of substance abuse and promote responsible drinking habits.

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Kuwadzana Career

Guidance Expo

Students were empowered with career guidance and skills.

The Kuwadzana Career Guidance Expo was an inspiring, empowering, and life-changing episode spearheaded by the Street Generation Ambassadors Youth Association which is registered with the Zimbabwe Youth Council alongside other Stakeholders like the office of the Junior Member of Parliament for Kuwadzana, and other organizations. It was a one-day event that drew more than 200 people including students from different schools and colleges around Kuwadzana.

Students were empowered with career guidance and skills on what they would want to pursue. Amongst the speakers

was Miss Memory, a professional Accountant who enlightened students about the complexities associated with the accounting profession, however, she encouraged students to also invest in skills and become financially independent despite their background. Miss Cosmo Zimbabwe also inspired a lot of girls with her portfolio, and Advocate Sean Savieri, an emerging legal practitioner, inspired many students with his story and experience in the legal field.



Schools like Shallcross College, Touch of Class, Kuwadzana High 1, and Kuwadzana High 2 sent their students to harness this inspiration. In an interview with the H-Metro correspondent Truth the former Kuwadzana East Junior said, "The expo is just the beginning of a series of events which in line just to inspire young people and History is loading for Kuwadzana". Zimpact had an interactive presentation slot, and rulers, pens, and t/shirts were distributed during the presentation to get maximum participation and engagement.

of a series of events which in line just to inspire young people and History is loading for Kuwadzana.

"

The presentation ended with an edutainment segment, one of the most educational sessions, where dance challenges were opened and most students participated as volunteers. Zimpact thrives to bring more impact through innovation and creativity in their future events from the lessons drawn from this expo, they will continue to use edutainment in exhibitions as teenagers are much attracted by music, so they need to capture their attention and engage with them. Promotional giveaways are also significant for such events that bring different schools together.







Delta Participates In The UD Extra Mile

Challenge Competitions

Machilika received R5000 won first place in the parking and reversing skills.

UD South Africa, with its association with Croco Motors, invited one of Delta Corporation's HMV drivers to participate in the driver competitions held on the 22nd of July 2024. Tozivepi Machilika of Sorghum Rusape qualified to represent the organization because he came 1st in the Delta HMV driver competitions last year.

The competition comprised 3 categories, parking and reversing skills, vehicle inspection, and fuel consumption and 19 drivers participated in the event from 5 countries. Machilika who received

R5000.00 won first place in the parking and reversing skills and vehicle inspection categories. He then came second after a South African driver in the Fuel consumption category due to the high weighting of the Fuel consumption component.

Sadly, he cannot proceed to the Global competitions to be held later in Japan as the region will be represented by the South African driver.

UD Extra Mile Challenge Competitions Highlights



Lagers Half Marathon 2024

It was a case of "Brighter Together" as participants were dressed in Delta colours.

It was a hive of activity as employees across all Business Units and their spouses braved the chilly June weather to gather at Mandel Training Centre to enjoy the spectacle of the Lagers half marathon.

Three hundred and eight employees and sixty-seven spouses registered to have the right to call themselves the fastest long-distance runner in Delta Beverages. The 21km half marathon was the attraction, with the 10km and 5km fun runs on the cards. It was a case of "brighter together" as participants were dressed in Delta colours with Executives across the total Delta group also gracing the occasion.

It was truly an uphill task for most runners but Isaac Tsiga from the Central Beverages Company business unit stormed through in an hour, 18 minutes and 18 seconds to win the 21km half marathon. The flagship Unit that organised the run, the Lager Beer Business, had Tendai Linah Chitambara, the only woman braving the 21km race and with a 3hrs 4

The winners for the other categories are as per the table below:

Category Winner **Business Unit** 10km men Progress Kudzerema 10km women Apronia Komozana 5km men Tinotenda Masomera 5km women Concilia Chandinyira

Delta Transport Services Delta Technical Institute Sorghum Beer Business **Mandel Training Centre**

The Guest of Honour Mr. Melusi Mtwazi, Plant Manager for the Southerton Plant, thanked all participants for coming through and promised to make the next event bigger and better in the coming years.

In his closing remarks, the Lager Beer Business Operations Executive, Mr. Henry Nyoni highlighted how the participants had lived the Delta equation of superior performance = best people + entrepreneurship + operational excellence by the way they handled the track. The Lagers half marathon proved to be an event not to be missed each year as from



First Prize Winner

(21km Lagers Half Marathon) Elliptical Trainer (Woman)

Delta Beverages











First Prize Winner

(21km Lagers) Elliptical Trainer (Man)

A Delta Beverages

ITALL COMES TOGETHER WITHA CASTLE.



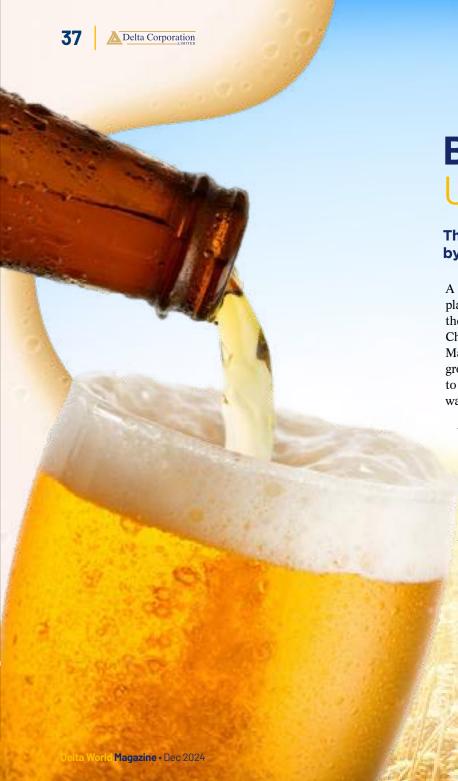


ALCOHOL MAY BE HAZARDOUS TO HEALTH IF CONSUMED TO EXCESS, THE OPERATION OF MACHINERY OR DRIVING AFTER THE CONSUMPTION OF ALCOHOL IS NOT ADVISABLE.









Barley Crop

Update

The adoption of effective modern fungicides by most farmers kept disease control in check.

A total of 6,472 hectares of barley were planted this year with the crop spread across the traditional production areas of Kwekwe, Chegutu, Selous, Darwendale, Marondera, Macheke, and Rusape. Some seasoned growers from Macheke and Rusape failed to grow barley this year due to inadequate water following a poor rainfall season.

With the deterioration of the power supply, mid-July, farmers had to switch to alternative power sources as they were failing to adhere to the planned irrigation schedules which led to increased production costs. The adoption of effective modern fungicides by most farmers kept disease control in check, however, pest control posed a lot of challenges to farmers particularly in the second half of the season when

rising temperatures caused rapid pest multiplication.

Unfortunately, some farmers ran out of water in August when the crop was at a critical grain-filling stage which coincides with peak water demand thereby impacting heavily on yield and quality of the grain.

Some farmers reported frost occurrence at their farms in June and early July, but damage was minimal since most crops were in the vegetative stage during which they are least susceptible to frost damage. As harvesting is fast approaching, farmers are urged to finalize combining arrangements so that they reduce the risk of rain damage to the crop.



Castle Lager Braai Fest Highlights















Backup Squad Campaign

More than just a game.

Castle Lager leveraged the archetypes to drive fan engagement and excitement around its Backup Squad campaign by using actual fans as the campaign models that resonated with the market. This strategy got fans participating in the campaign and even sharing pictures of themselves wearing the regalia of the team they support on social media.

Having covered 234 games the Premier Soccer League sponsorship is ongoing and is now sitting on Match Day 26 out of 34. The property is under the 'Backup Squad' theme and is reinforced through fan interviews, predict and win competitions, and fan of the month among other activations. The games and adverts are being flighted on DSTV's ZTN Prime.



Castle Corner Mandava Stadium

Experience the Ultimate Game Day Vibe at the Castle Corner!

to drive visibility. For amplification, activations were run digitally M CASTLE CORNER



Castle Lager PSL Sponsorship

The season also closed off in style with the Soccer Star Awards Dinner

The Premier Soccer League 2024 ended with Simba Bhora being crowned the season champions on the 23rd of November at a Trophy handover ceremony held at Nyamhunga Stadium in Kariba. The season also closed off in style with the Soccer Star Awards Dinner

at Golden Conifer where Walter Musona scooped the coveted title whilst Khama Billiat won the Fans Choice Player of the Year. Trade and digital activations were conducted across territories to create excitement.



Simba Bhora FC as the champions of the 2024 season

Soccer Star

Awards Dinner Highlights















UEFA ChampionsLeague Finals



Driving Demand and Engagement Through Nationwide Activations

Trade activations in every territory around the country drove excitement and stimulated demand for the brand. The activations assisted in building brand engagements with consumers inside the outlets driving consumption intensity.

Enjoying the match with a castle promotion also increased the uptake for the brand as buying a six-pack meant standing a chance to win.

Bringing Cricket Fans Together, One Cheers at a Time

Where the roar of the crowd meets the clink of glasses — cheers to unforgettable moments.

The five-day T20 international series was held in July at Harare Sports Club attracting large crowds supporting the Chrevrons. The brand created more opportunities for shared occasions between friends by leveraging the sport while cementing bonding and belonging.

We leveraged the platform to recruit the young demographic. Activations were conducted on digital platforms and at the sports club to stimulate demand with the focus pack being Draught beer.



Castle Larger Rural Roadshow Activations

Driving Demand and Engagement Through Nationwide Activations

Trade activations in every territory around the country drove excitement and stimulated demand for the brand. The activations assisted in building brand engagements with consumers inside the outlets driving consumption intensity.

Enjoying the match with a castle promotion also increased the uptake for the brand as buying a six-pack meant standing a chance to win.





Carling Black Label DJ Clash Campaign

The regional Champions qualify for the finals that will be held in Bulawayo on the 22nd of December at ZITF grounds.

The Carling Black Label National DJ Clash was launched with registration taking place via the WhatsApp platform. Eight regions took part in the regionals, Harare North, Harare South, Chitungwiza, Bulawayo, Masvingo, Chinhoyi, Mutare, and Gweru. The clashes were open to aspiring and professional DJs.

To participate DJs registered via WhatsApp and adjudicators then selected the best 24 mixtapes per region using set selection criteria. The selected 24 DJs then battled it out to be the regional Champions and qualified for the final held in Bulawayo on the 22nd of December at ZITF grounds.

The winner Irven Maponga from Mutare walked away with the main prize of \$3000, a laptop, controller, sound monitor, and codeless mic whilst the 1st runner Tony Mabvurunge won \$2000, sound monitor and codeless mic. Local DJ Nospa opened the clash whilst guest artists Tyler ICU and Toss from South Africa performed the closing acts.

The brand engaged online influencers such as Etherton and Godfather Templeman, press and radio mentions on five stations, Star FM, Power FM, Great Zimbabwe University Campus radio, Diamond FM, and Skies Metro FM between 3 pm and 6 pm. For post amplification we had our 24 DJs play on our Carling Vibes show on Star FM and Skyz Metro FM every Friday giving the DJs the platform to showcase their talents.





Carling Black Label ZTISU Sponsorship

3 Days, 2 Stages, 1 Unforgettable Experience!

The ZTISU games were held from the 12th to the 14th of June at Belvedere Teacher's College. The games had +2, 500 students and spectators attending the games.

Enzo Ishall performed at the opening ceremony, while Saintfloew headlined the closing ceremony along with champion DJs Toxy Gyn, Safa, Tino, and ATL. To engage with the students, sampling activations and games during the sports activities targeting the 18-24 year-olds were held.









Carling Black Label National Pool Championship

The regional Champions qualify for the finals that will be held in Bulawayo on the 22nd of December at ZITF grounds.

The Carling Black Label National Pool regional games were held in the tournaments over 9 weeks in 26 regions and saw a total of 3,149 participants which was 44% above the previous year. This year's Carling Black Label National Pool tournament was held in Harare at Zimbali Lifestyle and Events. The objective was to give the 128 qualifiers an experience they had never had before by making the venue conducive and aspirational.

The games were electrifying and filled with incredible displays of sportsmanship. The event also allowed consumers to witness the best players in the country go head-to-head in exciting clashes that were a culmination of hard work, dedication, and passion for the game. The games were streamed live onto our Facebook page and NRTV station.

This year's winners Godknows Masona from Manicaland and Mercy Musekiwa from Harare walked away with USD 2,500, 10 cases of Carling Black Label, and a pool table each, the brand also awarded the first runner-up to the third runner-up for their effort (Second prize: USD\$1,500, third prize: USD\$1,000, fourth prize USD\$500).









Zambezi Staff Apparel Merchandise Store

The brand introduced a physical merchandise store at the Southerton reception plant, targeting Delta staff interested in buying Zambezi Merchandise.





Ignite the Nights Activations

Experience the glow of bonfire moments and out-of-home celebrations every

Zambezi introduced Ignite the Nights Activations –Light up your winter evenings with Zambezi Lager on the 15th of June 2024. The campaign's objectives were to keep the Bonfire property alive and grow out-of-home drinking occasions as consumers warm around braziers.

Ignite the Nights activations were conducted every Saturday night for 10 weeks. These activations were held in Harare, Chinhoyi, Bulawayo, and Victoria Falls.





The brand continued to push intrinsic campaigns on radio, digital platforms, and print media with a focus on strengthening brand quality credentials. The consumer-led campaign had Zambezians sharing their opinions about the brand and why it is their beer of choice.

KITFT Sponsorship

Zambezi Lager renewed KITFT Sponsorship as the 2024 Title Sponsor of the Kariba Invitation Tiger Fishing Tournament. This year KITFT launched a 100-club forum in July where anglers and sponsors meet before KITFT in a networking and fundraising environment.

To date, 3 activations have been held with the 100 clubs, with Zambezi lager sampling draught beer to the anglers and other sponsors during these events as they build up to the Tiger Fishing Tournament.







Victoria Falls Marathon

Castle Lite sponsored the 2024 edition of the Victoria Falls Marathon. The Brand continued to leverage the platform to recruit consumers within the fitness fraternity.

Through sampling activations, the Brand communicated the functional benefit of Castle Lite, a low-calorie clear beer suitable for individuals who want to enjoy a rich premium liquid without compromising their fitness goals. 5000 runners participated this year and 200 runners participated in the sampling activation.









Friday Lite Nights

Castle Lite sponsored the 2024 edition of the Victoria Falls Marathon. The Brand continued to leverage the platform to recruit consumers within the fitness fraternity. Through sampling activations, the Brand communicated the functional benefit of Castle Lite, a low-calorie clear beer suitable for individuals who want to enjoy a rich premium liquid without compromising their fitness goals.

5000 runners participated this year and 200 runners participated in the sampling activation.





Friday Lite Nights XL

Friday Lite Nights XL is similar to Friday Lite Nights with the difference of having live performances. The first edition of the event was held at Mashwede Bar in Highglen.

A bucket deal special and a draught promotion allowed repeat purchasers to win a complimentary unit of 500ml Draught after purchasing two units of Castle Lite Draught. A total of 33 Cases of 340ml NRB, nine 30 liter draught kegs, and 111 cases of 660ml were sold on the day.



Lion Lager Bash

The Lion Lager Big Roar Bash at Mbare Community Shops began with a clean-up of the shopping center and nearby dumpsites with around 1500 attendees. Residents, Delta employees, City Council members, and other partners participated in the clean-up effort.

The event featured sampling activations and games for consumers to interact with the brand. The Pride of Mbare was honored, with Chillspot headlining the Lion Lager Big Roar Bash.

It's Your Time Thematic Campaign

Sable Lager launched its thematic campaign that communicates brand identity, meaning, and resonance to the target market. The campaign seeks to assist in recruiting consumers for the brand by communicating the positioning.



Sables Rugby

Sable Lager is the official beverage sponsor of the Sables, Zimbabwe's senior men's national rugby team. The partnership gives the brand a national platform to connect with consumers. The Sables won the Africa Rugby Cup giving the nation hope for a new dawn and this resonated well with Sable's thematic campaign, "it's your time and indeed it is their time to shine!"







Paramount Rugby

Sable Lager continued its partnership with Paramount Rugby League to reinforce the brand association with Rugby and engage with the target market. This platform assists in driving brand awareness, trial, and visibility. We are amplifying the property online and on the field.



Activations continue in trade to drive trial and educate consumers on the differentiated liquid, we are leveraging Doek n Slay events to capture the female target market. Positive feedback on the brand has been coming.



Bohlinger's Trade Activations

Bohlinger's Lager ran activations in trade to drive uptake of Bohlinger's Lager through sampling at Jongwe Corner and Selaz Sports Bar during the Heroes Holiday.

These activations run under the Theme of Timeless Classic aimed at bringing nostalgic moments of the brands to its consumers and new experiences.





Friday Drinks Show

The brand was featured on 4 of the Friday Drinks Show this quarter. The episodes amassed an average of 2,5k views giving Golden Pilsener increased reach and visibility. This show created analytical and intellectual conversations about the economy over drinks.



Ball Bashers 5th Anniversary Tournament

Golden Pilsener continued to expand its presence in the Golf community through strategic partnerships. The brand recently partnered with Ball Bashers, a Golf Society comprised of young Golfers between 30 and 40 years old which is strategic for the brand to strengthen its brand presence in golf and recruit more consumers through sampling activities.

The Ball Bashers celebrated their 5th anniversary and Golden Pilsener supported the event by sampling activations with the mechanics Buy 2 units of Golden Pilsener and get 1 free. The brand also sponsored prizes for the top 6 categories giving away branded merchandise to support the tournament. Golden Pilsener continues to identify such groups of potential consumers and associates with them to grow brand consumption and visibility in the Golf space.







Delta Beverages Partners with the Traditional Council of South Africa

These launches highlighted Delta's commitment to expanding local production.

Delta Beverages this year in April initiated the local production of Chibuku Super and Chibuku Super Banana at the Phelindaba Brewery in Pretoria. To mark the launch of the locally produced Chibuku Super and Chibuku Super Banana, celebratory events were held at both the Phelindaba Brewery and Butterworth Brewery. These launches highlighted Delta's commitment to expanding local production and delivering fresh, highquality beverages to consumers.

Collaborating with traditional councils also provides valuable insights into local consumer behavior, preferences, and trends,...

"

Partnering with the traditional councils of South Africa offers United National Brewery (UNB) strategic advantages including Community Trust and Credibility as traditional councils hold a long-standing position of trust and respect within their communities. This partnership would allow UNB to leverage this trust, enhancing its credibility and acceptance among local consumers.

UNB not only enhances its market presence and brand loyalty...

Cultural Alignment is another benefit of such a partnership as custodians of cultural heritage, traditional councils can help UNB align its brand with local customs and traditions, making the product more culturally relevant and appealing. Traditional councils have deep-rooted connections and influence in rural and semi-urban areas. This partnership could facilitate easier and more effective market penetration in these regions, expanding the brand reach.

Collaborating with traditional councils also provides valuable insights into local consumer behavior, preferences, and trends, enabling UNB to tailor its marketing and product strategies more effectively. This collaboration enhances community involvement and support for UNB's initiatives, fostering a sense of ownership and loyalty among the consumers.

By partnering with the traditional councils of South Africa, UNB not only enhances its market presence and brand loyalty but also contributes positively to the social and cultural fabric of the communities it serves, strengthening its brand image as a community-focused company.











Chibuku Super Cup

PSL was launched in July under the theme "Shay' Impempe, Bhora Mberi".

The Chibuku Super Cup tournament sponsored by Chibuku in partnership with PSL was launched in July under the theme "Shay' Impempe, Bhora Mberi". Its main objective is to grow brand desire amongst the sorghum consumer through elevated brand experiences and anchoring the brand bonding benchmark. Juxtaposing the brand with soccer gives it more exposure as most of its consumers are also soccer fans. The tournament unites people through the sport as well as extending drinking occasions to its fans.

The tournament is running from 17th of August to the 25th of November 2024 and Delta Beverages will continue to support the property through activations, digital, and in press adverts. To keep the brand Top of Mind, raising awareness of the games and engaging with the fans and consumers will continue throughout the season. Round 1 Games have been played and preparations for the Quarter final draw and games is currently underway scheduled for 21-22 September 2024.



Chibuku Super Cup Launch Highlights















Chibuku MondeQuality Award

Congratulations are underway.

The Chibuku brand also aims to dial up quality credentials to establish Chibuku Super as a high-quality (hero) pack in the Sorghum beer space. Congratulations are underway as it was recognized with the prestigious Monde Silver Quality Award 2024 - a testament to the unwavering passion and dedication that goes into every batch it brews.

The award is amplified through the line in the press, digital, and posters in trade. Chibuku's main priority remains to make good quality products and take pride in the taste of its world-class Super brew.





Chibuku

Flavours Sampling

Stimulate demand for the flavours portfolio.

Chibuku Super continued with sampling activations to drive trial and awareness of the new flavour variants. The rationale for the activations is to stimulate demand for the flavours portfolio.

The sampling activation allows the brand to have interactions with its consumers. Activations were done at the Doek and Slay events in Mutare, Harare, Gweru and Masvingo where multitudes of women would gather

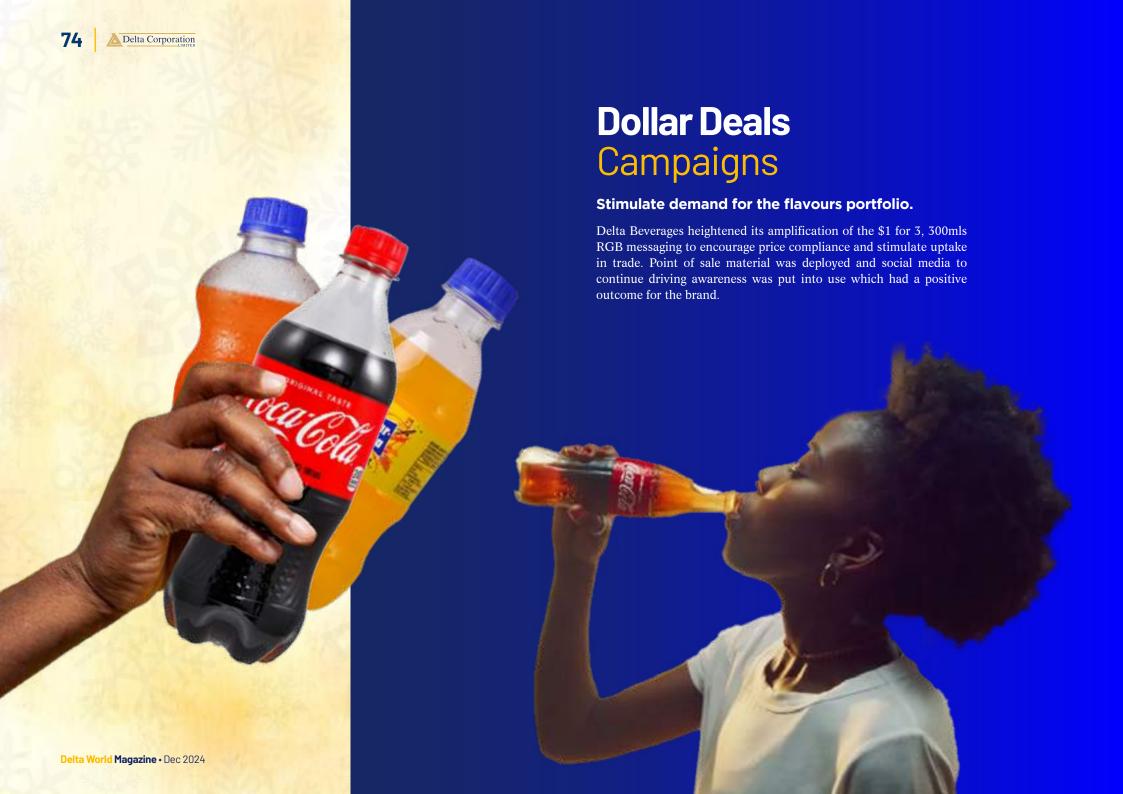


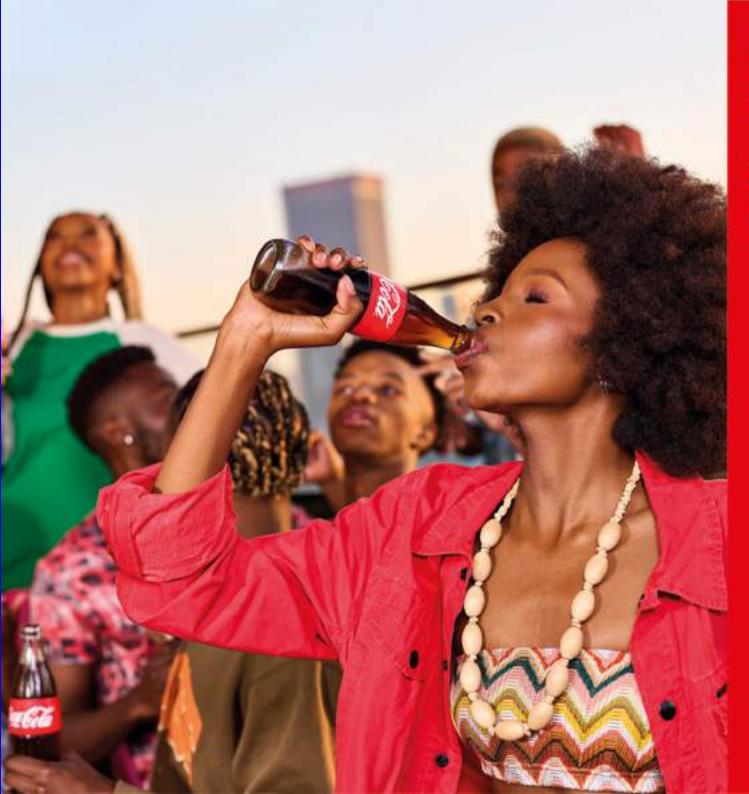


ALCOHOL MAY BE HAZARDOUS TO HEALTH IF CONSUMED TO EXCESS. THE OPERATION OF MACHINERY OR DRIVING AFTER THE CONSUMPTION OF ALCOHOL IS NOT ADVISABLE.









Grab a Coke. to refresh on the move!











Coca-Cola Shares The Christmas Spirit in Zimbabwe

Coca-Cola has taken the lead through the Christmas activations.

On December 16, 2024, the Coca-Cola Company and the City of Harare officially marked the start of the Christmas Season by lighting the Christmas lights at Africa Unity Square in Harare.

"Christmas is about being kind to one another, it is about sharing. Let's spread the kindness. Let's share the Christmas Spirit" said Patricia Murambinda, Coca-Cola Public Affairs Communications Sustainability Zimbabwe Representative and General Manager, Corporate Affairs at Delta Corporation Limited.

Everyone can be a Santa (sharing kindness with someone). Coca-Cola has taken the lead through the Christmas activations at Africa Unity Square, partnering with the City of Harare to engage with the community and share the Christmas Spirit.

"This is a fulfilment of our burning desire for the community of Zimbabwe. The Africa Unity Square Activations will run throughout the country with the Christmas caravan engaging with consumers in the different cities of Harare, Bulawayo, Gweru, Masvingo, and Mutare sharing the Christmas kindness," added Patricia.

The Christmas caravan will visit eight children's homes to share the Christmas Spirit. As part of The Coca-Cola Company sustainability program, we have partnered with the City of Harare to develop Africa Unity Square and run clean-up campaigns around the Central Business District area.

Switch on the kindness this season, light people's hearts to spread the Christmas Spirit. Everyone can be a Santa. Let's share the Christmas Spirit.



Lighting Ceremony Highlights













Unplugged XCoca-Cola Food Fest

The August edition attracted a crowd of 4,200.

Unplugged x Coca-Cola Food Fest combines the market dominance of Unplugged 's music offering, with a fresh take on a street food marketplace. Introducing a culinary element to what was traditionally a music-centered event, allowed Coca-Cola to be positioned at the center of food culture. The August edition attracted a crowd of 4,200 food and music lovers from the capital city. 13 food combos were locked up with the food vendors on the day. Delta Beverages also managed to drive its sampling target with over 3,000 consumers receiving a complementary Coke Zero on entry.











WELC OME TO



Delta World Magazine • Dec 2024

Unplugged x Coca-Cola Food Fest Event Highlights







We are Delta Corporation - Brighter Together



SORGHUM • 02 2024 ACTIVITIES

Brewery/DBC Clean-Up Initiatives

Delta Beverages Sorghum Centers have been actively involved in monthly community clean-up initiatives, demonstrating its commitment to environmental sustainability.

These efforts not only maintain a clean work environment but also highlight their dedication to corporate social responsibility. By fostering a culture of hygiene and environmental awareness, Delta is contributing to positive change in its communities and protecting the planet.





Delta Corporation Crowned 2024 Overall Superbrand of the Year

The awards, recognized top-performing brands across various categories.

The Top Companies Survey Awards are organized by The Financial Gazette — in close partnership with blue-chip financial services giant, Old Mutual. The highly regarded annual accolades Top Companies Survey Awards were held in September at the Venue in Avondale.

For the second year running, Delta scooped the overall Top Companies Survey award after judges concluded that the conglomerate had shown the ability to be agile, innovative, and daring enough to take on challenges and risks.

Delta also won in the Environmental and Sustainability category, and the brand won due to its consistent performance across all the criteria used to assess the winners.

Delta Beverages continues to be a recognized brand because of its exceptional role in the community.





Long Service Awards

Training program began with a comprehensive three-day induction.

The Delta Head Office Long Service Awards were held on 8 December 2024 to acknowledge the dedication and loyalty of its employees. The organization is honored to have many talented and dedicated staff who have been with the company for decades. The event highlighted 57 remarkable individuals, including 7 recipients with 30 or more years of service.

The longest service employee was Norman Musengi, who served Delta for 40 years. Josephine Muderere was the follow-up, who served the company for 35 years. The organization also recognized 5 people who served for three decades and 10 who have served for 25 years. Delta continues to thank everyone for their immeasurable contributions to making the organization a wonderful place to live.









2024 Long Service Awards List (cont'd)

Surname	Given Names	Occupation Description	Grade	Engagement Date	LOS	Gender
FUNGA	TIFFANY	BRAND MANAGER	D	1/2/2019	5	F
GWAZA	LOVEJOY	GRADUATE TRAINEE - HR	F	6/11/2019	5	F
KASHAWU	ZVIKOMBORERO A	ICT SPECIALIST	Е	1/4/2019	5	M
MADONGO	CLIFF	ACCOUNTING OFFICER	F	1/3/2019	5	M
MARAVA	IMMEDIATE	BUSINESS INFORMATION MAGR	С	1/9/2019	5	M
MAZENDA	ROMEO	MAINTENANCE SUPERVISOR	F	1/4/2019	5	M
MHIKE	TANAKA	ACCOUNTING OFFICER	F	9/9/2019	5	M
MUCHEZI	TAKAWIRA BENEDICT	CLEANER	14	1/11/2019	5	M
NYAKURWA	CACIOUS STANFORD	EXTENSION OFFICER	Е	1/2/2019	5	M
TARUVA	MUCHINERIPI	AUDIT MANAGER	D	2/1/2019	5	M
ZIMBUDZANA	PETROS TENDAI	ICT SPECIALIST	Е	1/2/2019	5	M
ZINYAMA	ALISTAIR VICTOR	ICT SPECIALIST	Е	17/9/2019	5	M
MADHODHA	ISAIAH	TRAINEE FREIGHT& DIST	F	1/10/2014	10	M
NAGO	MILTON	TECHNICAL TRAINING OFFICER	Е	1/8/2014	10	M
CHIPUNZA	MIRIAM	SALES & FUNCTIONS COORDINATOR	Е	1/7/2009	15	F
CHIWAWA	MICHAEL	TRAINEE DISTRIBUTION & SALES	F	1/8/2009	15	M
KAJAU	CASSILINDRIA	ADMINISTRATION SUPERVISOR	F	1/10/2009	15	F
MADONDO	ELIZABETH	ICT MANAGER	D	23/2/2009	15	F
MANAI	ANTONY	ENGINEERING MANAGER	В	15/6/2009	15	M
MUCHECHE	TANZANIA	BUS DRIVER	G	1/10/2009	15	M
MUSHURWA	KUDZAYI	CLINIC SISTER	Е	1/10/2009	15	F
RUSIKE	ITAI OTTILIA	TECHNICAL EXECUTIVE	С	1/12/2009	15	F
TAKAYINDISA	JOSEPH TAWANDA	BREWERY MANAGER	С	1/12/2009	15	M
DINGANI	PATIENCE FELIZE	MARKETING MANAGER	С	16/11/2004	20	F
GANDIWA	TENDAI	TRAINEE FREIGHT& DIST	F	1/12/2004	20	M
МАСНОКОТО	MACHINO	EXECUTIVE DRIVER	11	1/11/2004	20	M

2024 Long Service Awards List (cont'd)

Surname	Given Names	Occupation Description	Grade	Engagement Date	LOS	Gender
MAKAMURE	HUBERT CHASINO	EXECUTIVE DRIVER	11	1/4/2004	20	M
MAKUNZVA	BLESSING	PLANT MANAGER	С	1/4/2004	20	M
MANATSA	SHUPIKAI	SISTER IN CHARGE	Е	2/11/2004	20	F
MAPURISA	WALTER	ICT MANAGER	D	1/2/2004	20	M
MBELENGWA	ROSELYN EDITH	SUPPLY CHAIN DIRECTOR	A	1/3/2004	20	F
MOONGA	VINCENT	OPERATIONS EXECUTIVE	В	1/11/2004	20	M
MUKASA	JACQUELINE	EXECUTIVE SECRETARY	F	11/3/2004	20	F
MUNJONJE	DORCAS NDALUZA	ASST ACCOUNTANT	E	1/10/2004	20	F
MUPFUMIRA	SEKAI	ADMINISTRATION CLERK	G	1/9/2004	20	F
MURANDU	KISSMORE	CORPORATE AFFAIRS OFFICER	Е	22/10/2004	20	M
MUZENDA	JUWEL	GROUP SHE MANAGER	С	1/1/2004	20	M
TOGARA	wv	ICT MANAGER	D	1/2/2004	20	F
KAMUNHUKAMWE	ANTONY	EXECUTIVE DRIVER	11	16/8/1999	25	M
MASEKO	SITHEMBISO	WELLNESS COORDINATOR	D	1/6/1999	25	F
МОҮО	THOKOZANI	PAYROLL MANAGER	D	1/11/1999	25	M
MPALA	VICTORIA	TECH MANAGER	C	1/5/1999	25	F
MUCHERERA	ROBERT	AUDIT MANAGER	D	1/7/1999	25	M
MURAMBINDA	PATRICIA KUDZAI	CORPORATE AFFAIRS EXEC	В	1/11/1999	25	F
RINOMHOTA	TICHAFA	OPERATIONS DIRECTOR	A	1/2/1999	25	M
BHUNHU	CHRISTOPHER	ASSISTANT ACCOUNTANT	Е	1/6/1994	30	M
LAMULA	CHARLES	FINANCIAL ACCOUNTANT	D	26/10/1994	30	M
MANGE	DAVISON	IT DIRECTOR	A	1/7/1994	30	M
MASAWI	MUCHINERIPI	ACCOUNTS CLERK	G	24/1/1994	30	M
MSEVENZI	NGONIDZASHE	EXECUTIVE DRIVER	G	1/6/1994	30	M
MUKOMBACHOTO	DAVID	EXECUTIVE DRIVER	11	1/6/1994	30	M
NYONI	MTHULISI	PRODUCTION MGR	C	1/7/1989	35	M
TAPFUMANEYI	COLLEN	CANTEEN ASSISTANT	13	15/9/1989	35	M





Stay Tuned for more!

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