

May 2025

 Delta Corporation  
LIMITED

# DELTA WORLD

Magazine

## Inside stories...

Building a Better Tomorrow:  
Embedding ESG and Sustainability  
in Business

Delta Launches the Dollar Deals

Drunk Driving Campaign  
with Sunshine Zimbabwe



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## 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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Contributions to the Delta World Magazine are welcome. The next issue will be published at the End of October 2025. Deadline for contributions is September 15, 2025.

Please email your article and pictures to the editor, Patricia Murambinda, [p.murambinda@delta.co.zw](mailto: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 [ki.murandu@delta.co.zw](mailto:ki.murandu@delta.co.zw)  
Delta Corporation Head Office.

Visit: [www.delta.co.zw](http://www.delta.co.zw)

## May 2025 Edition



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# DELTA WORLD

Magazine

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### Delta Audited Financial Information year ended 31 March 2025

Reviewed Financial Information  
for the year ended 31 March 2025

March 31, 2025

Download Document

### CLICK THE LINK BELOW:

<https://delta.co.zw/abridged-financial-statements/>

# From the Editor

Hi Everyone!

Let's Make It Happen!

This newsletter provides an overview of our integrated ESG & Sustainability strategy in five shared imperatives categories. Each story details the business challenge, the solution put in place and the impact achieved.

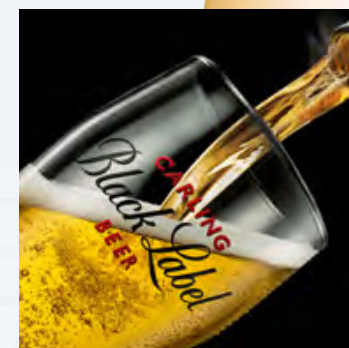
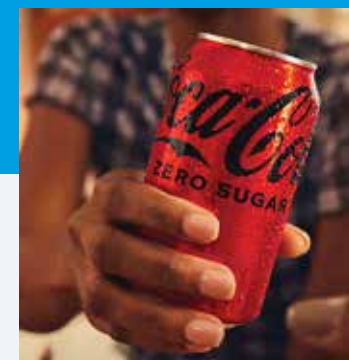
The initiatives demonstrate that sustainable development can drive significant value for business and society – positively impacting the bottom line while at the same time creating transformational change in society.

Although these stories only scratch the surface of what is happening within Delta Corporation Limited, these initiatives are an inspiration for what is possible, and what can be replicated and scaled elsewhere.

Get involved and make even more happen in your part of the business!

DELTA CORPORATION LIMITED, GENERAL MANAGER - CORPORATE AFFAIRS  
PATRICIA KUDZAI MURAMBINDA

« Each story details the business challenge, the solution put in place and the impact achieved. »





## CEO's Message

### Celebrating Our F25 Financial Results – A Testament to Our Collective Strength

#### Dear Delta Colleagues,

As we reflect on our recently published F25 Financial Results, I want to take this moment to acknowledge what this success truly represents—it is not just numbers on a page. It is a story of resilience, strategic focus, and above all, the power of our people.

We delivered this performance whilst operating under very complex market conditions, shifting consumer dynamics, and rising operational demands. Our top-line growth, margin preservation, and improved cash generation were made possible by your daily commitment, innovation, and belief in the Delta brand.

#### This performance is a tribute to:

- Our frontline teams who ensure product availability in every market we serve
- Our supply chain and manufacturing teams who continue to scale numerous hurdles in the global and local value chains.
- Our sales, marketing, and distribution colleagues who endeavour to offer their utmost customer service.

- Our support services in various disciplines, and regional teams who work tirelessly behind the scenes to unblock bottlenecks and pave the way ahead.

The F25 results are not an end—they are a launchpad. We must continue to build on this momentum as we shape our future with greater agility, sustainability, and digital transformation at the core of our strategy.

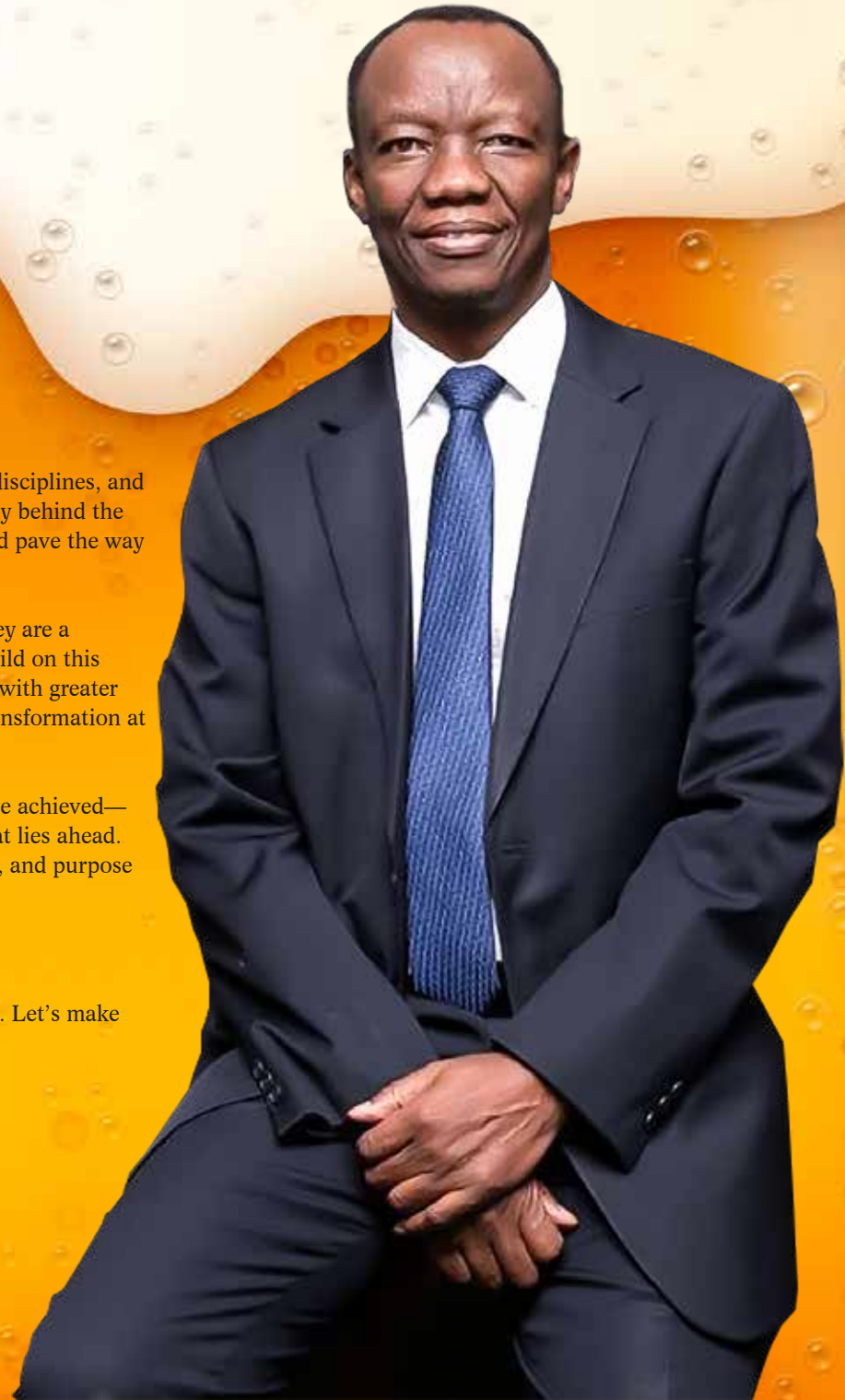
Let us not only celebrate what we've achieved—but deepen our commitment to what lies ahead. Thank you for the excellence, pride, and purpose you bring to Delta every day.

Let's keep rising, together.

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

Warmly,

**Matts Valela,**  
CEO Delta Corporation Limited







**WE ARE  
BRIGHTER  
TOGETHER!**

*We are Delta Corporation – Brighter Together*



**Delta Corporation**  
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# Building a Better Tomorrow: Embedding ESG and Sustainability in Business

Today's world is facing challenges that no single nation or organization can solve alone. Climate change, water scarcity, and a lack of access to quality jobs are just some of the issues that transcend borders and touch lives everywhere. In the face of these global challenges, business has a critical role to play. With its wide-reaching influence, deep connections across value chains, and close relationship with consumers, the private sector holds powerful tools to help drive meaningful change.

That's why, in 2014, we launched our ESG and Sustainability strategy—a bold commitment to creating a better, more inclusive future. At the heart of this strategy are five shared imperatives: A Thriving World, A Sociable World, A Resilient World, A Clean World, and A Productive World. These imperatives reflect a simple truth: to overcome shared risks, we must find shared solutions.

We believe in the power of partnership. Whether it's working with local communities, suppliers, governments, or consumers, we know that real progress happens when we collaborate. Together, we can unlock new opportunities that benefit business and society alike.



Our focus remains on integrating sustainability into the core of how we operate—not as an afterthought, but as a commercial imperative that delivers long-term value and social impact. We're proud to showcase what's possible when innovation meets intention, and when leadership is guided by a vision for future generations.

As we look ahead, we continue to celebrate the pioneers—those pushing boundaries, rethinking what's possible, and driving forward solutions that benefit people and the planet. Because for us, sustainability isn't just a strategy—it's the future of business





# Delta Beverages' Sorghum Scheme Strengthens Farming, Business, and Community

Delta Beverages has taken major strides toward building a more resilient and sustainable sorghum supply chain in Zimbabwe through its innovative Sorghum Contract Scheme. Launched in 2009, the programme has become a win-win model for agribusiness, benefiting both the company and thousands of local farmers across the country.

For years, Delta Beverages relied on Zimbabwean farmers to supply key brewing ingredients, especially sorghum used in popular brands like Chibuku and Eagle Lager. But meeting the company's annual demand of over 15,000 tonnes came with challenges. Farmers struggled with low yields, inconsistent quality, and unpredictable supply. At times, non-malting sorghum varieties were delivered, causing further issues for the brewing process. Rising input costs also added pressure on both sides of the value chain.

To tackle these issues, Delta Beverages developed a collaborative approach that engaged not just farmers, but also suppliers of seed, fertilizer, chemicals, and transport. The Sorghum Contract Scheme was designed to raise yields while cutting input costs, allowing farmers to improve their earnings while Delta lowered its sourcing expenses. With technical guidance from the global AB InBev Supplier Partnering Programme, Delta introduced strategic cost-saving initiatives, such as the adoption of Rakodzi—a locally bred sorghum variety that was 40% cheaper than imported seeds and delivered higher yields.

Farmers also benefited from extensive technical support on soil health, pest and disease management, crop timing, and variety selection. Much of this information was made available digitally, expanding access to expertise that many small-scale farmers previously lacked. Timely alerts about extreme weather and pest outbreaks helped farmers take quicker action, protecting crops and improving resilience.

The results have been impressive. In the commercial farming sector, the variable cost of production dropped by 10%, while in the communal sector—where farmers typically operate with fewer resources—costs fell by 22%. Yield targets were also exceeded in many cases, with commercial farms increasing from 2.0 to 3.0 tonnes per hectare, and communal farms growing from 0.7 to 1.2 tonnes per hectare.

Beyond improving productivity and profitability, the scheme has also strengthened Delta's relationship with the government. The Department of Agricultural Extension Services has played a central role in promoting the initiative, forming farmer groups, and training local unions. This public-private cooperation has boosted national tax revenues while reducing rural poverty.

"This is a great programme that has benefited both our business and our country," said Alex Makamure, Finance Director at Delta Corporation. "The Sorghum Contract Scheme enhances our corporate reputation, ensures sorghum supply security for our Chibuku and Eagle brands, and puts money into the pockets of ordinary men and women."

The initiative highlights how innovative partnerships and inclusive business models can deliver meaningful impact—supporting food security, economic growth, and sustainable agriculture all at once.





## Delta Corporation Commissions New Classrooms at Mudzengi Primary School



As part of its ongoing commitment of giving back to the community and making a meaningful impact in the communities it serves, Delta Corporation proudly commissioned two fully furnished blocks of classrooms and ablution facilities at Mudzengi Primary School, a rural satellite school in Chirumanzu District, Midlands Province.

The official handover ceremony, held on 10 March 2025, was graced by the Minister of State for Midlands Province, Honourable Owen Ncube. This milestone marks another step in Delta's 25-year journey of investing in education infrastructure, with a block of two classrooms being commissioned every year.

"This significant investment in education is part of Delta's commitment to giving back to the community and promoting academic excellence," said Patricia Murambinda, General Manager – Corporate Affairs.

The new classroom blocks are fully equipped with modern furniture and learning amenities, providing students with a safe, comfortable, and conducive learning environment. The project also includes ablution facilities, further enhancing the school's infrastructure.

"We are thrilled to hand over these state-of-the-art classrooms to Mudzengi Primary School," Murambinda added. "Education plays a crucial role in shaping the future, and as a responsible corporate citizen, Delta is proud to support initiatives that empower future generations", she said.

The School Head, Mr. Serere, expressed heartfelt appreciation for Delta's generosity and unwavering commitment to education in rural communities.





# Delta's Retail Development Program, continues to change lives



Across Zimbabwe, Zambia, and South Africa, thousands of small retailers are transforming their lives—and their businesses—thanks to Delta Corporation's Retail Development Programme (RDP). Launched in collaboration with AB InBev, RDP is helping shop owners unlock their entrepreneurial potential through professional training, access to microcredit, and business formalization support. The result? More sustainable, profitable businesses that serve not just as retail outlets, but as vital hubs of community life.

In these three countries, small-scale retailers are a critical sales channel for Delta, representing 40% of the region's sales volume. But despite their importance, many of these entrepreneurs have historically struggled to break even. For some, running a shop has meant little more than subsistence income—barely enough to support a family, let alone grow a business. With limited access to financial services, formal business permits, or training, many retailers faced constant uncertainty.

Recognizing the urgent need for change, Delta's Sales and Corporate Affairs teams co-created the RDP to help transform these outlets into thriving businesses. The programme offers a structured, four-stage training process that walks shopkeepers through building commercial skills, planning for their families' future, optimizing their store layout, and even launching community initiatives. With the support of national stakeholders like ZIMRA, the Liquor Licensing Board, and EMA, RDP provides a solid framework that is now being scaled across Delta's markets.

But the benefits extend well beyond the classroom. Retailers also gain access to credit and financial services, helping them grow and stabilize their businesses. They receive guidance on acquiring the necessary permits to operate legally, allowing them to move from the margins of the informal economy into the mainstream.

The impact has been profound. In just the early years of the programme, more than 7,600 retailers completed their training. Their efforts paid off—outlet sales grew by an average of 13%, and participants reported greater confidence and control over their business operations. For Delta, the programme has also brought richer insight into this key distribution channel, offering valuable data that will shape its future sales strategies.

One of the most inspiring outcomes of the RDP is its role in empowering women. Around 60% of the retailers supported by the programme are female heads of household, making RDP a powerful vehicle for gender equity and community leadership. These women are not only boosting their incomes—they're also becoming respected pillars in their neighborhoods. Such has been the programme's success that Delta has revised its original goal of reaching 40,000 small-scale retailers. The new target is nearly 60,000 by 2035—a bold ambition that reflects the real momentum behind the initiative.

"This is not just another CSI programme," says Patricia Murambinda, General Manager of Corporate Affairs. "The RDP is a contributor to social uplift and is starting to serve as a model of poverty alleviation, social inclusion, and broader social change. Our retailers deeply appreciate this opportunity to improve their skills and unlock their leadership potential—their response has been truly heart-warming."

The RDP is a testament to how corporate responsibility, when woven into business strategy, can build stronger communities and better futures—one small shop at a time.



# DELTA CONTINUES TO GIVE BACK TO THE COMMUNITY THROUGH CHARITY



Delta's corporate culture is aligned with the national values of sharing. They value giving back to the community and have a culture highly rich in Corporate and Social Responsibility. The culture within Delta has ensured sharing is in the blood of every employee! They pride themselves in helping the community and celebrate a helping hand.

In the spirit of giving, the Employee Charity Activity Campaign was launched in December 2024, marking yet another meaningful chapter in Delta's commitment to supporting vulnerable communities across the country. This year, the campaign touched the lives of many through thoughtful donations and heartfelt engagement.

Four homes benefited from the initiative namely, Montgomery Heights Care Centre in Mvurwi, Mustardseed Orphan Care Centre in Chivhu, Takalani Children's Home in Beitbridge, and Mutemwa Leprosy Centre in Mutoko. Each of these centres plays a vital role in caring for some of the most vulnerable members of society.

The donation handover ceremonies in Beitbridge and Chivhu were held on the 13th and 14th of February 2025, respectively and the Mvurwi and Mutoko homes were successfully held on the 14th and 21st of March 2025 respectively. These events were more than just formalities—they were moments of connection, compassion, and shared hope. Employees and community members came together to celebrate the spirit of unity, and to reaffirm the shared responsibility to uplift those in need.

This campaign continues to reflect the heart of who we are: a team that believes in making a difference—not just in our workplaces, but in the lives of those around us. Letters from the four homes were joyfully received with each centre sharing gratitude for the beverages, clothes and groceries. They also put emphasis on how each donation brought happiness and smiles on the children's faces and how Delta keeps going out of their way to ensure that it spreads the happiness through sharing.





# Delta Corporation Wins Best Packaging Exhibit Award at ZITF

Delta Corporation Limited made a strong impression at this year's Zimbabwe International Trade Fair (ZITF), held from 21st to 26th April 2025 in Bulawayo. They hosted the Board, Chairperson, CEO and former Non-Executive Director on the 22nd of April and The General Management Committee (GMC) members visited the exhibition stand on the 23rd of April 2025.

and influence within the regional and international business community. It provides an opportunity for the leadership to directly interface with partners, clients, and investors, while showcasing the company's innovations, achievements, and future direction. Furthermore, including the former Non-Executive Director reflects a gesture of respect for legacy and continuity, reinforcing Delta's values of inclusivity and institutional memory."

Throughout the exhibition week, Delta actively engaged with key national stakeholders, including the Ministry of Industry and Commerce, Ministry of Health and Child Care, POTRAZ, NetOne, the Institute of Directors Zimbabwe, the Confederation of Zimbabwe Industries (CZI), the Zimbabwe National Army, the Office of the President and Cabinet, as well as various media partners, customers, and consumers. These engagements strengthened relationships and opened new opportunities for future collaboration.

As part of its regional outreach, Business Units hosted stakeholder luncheons from the 22nd to the 25th of April. These events brought together representatives from the Bulawayo City Council, Zimbabwe Republic Police, ZESA, NSSA, the Office of the President and Cabinet, along with key customers and suppliers in the Southern Region. The luncheons created a valuable platform for open dialogue, feedback, and business alignment.

The Corporate Affairs added that, "at ZITF 2025, this was more than a meeting — it was a convergence of leadership, innovation, and national purpose. Delta, IODZ, NetOne, and POTRAZ each carry a critical role in shaping Zimbabwe's future. Together, we have the opportunity — and the responsibility — to build systems, connections, and legacies that outlast us."

A major highlight of Delta's participation was the activation of exciting product sampling sessions throughout the week. Visitors had the chance to enjoy and experience the diverse portfolio, which included Sable Lager, Bolinger's Lager, Lion Lager, Chibuku Super Flavors, Sparkling Beverages Zero Range, and the Afdis Night Sky Gin range. These sessions allowed consumers to connect directly with the organisation's brands and appreciated the innovation and quality it delivers.

Crowning a successful week, Delta Corporation was honored with the Gold Award in the Best Zimbabwean Food Packaging Exhibit category — a proud achievement that reflects its continued dedication to excellence in branding and product presentation.

Their presence as stated by the General Manager, Corporate Affairs at Delta Corporation Limited Patricia Murambinda, "not only signals the importance Delta Corporation places on the ZITF as a premier business platform, but also enhances the brand's credibility









# Delta Corporation Wins Best Packaging Exhibit Award at ZITF | continued

## Pledge 18 Campaign Comes to Life at ZITF 2025

As part of Delta's commitment to responsible alcohol consumption, Delta Corporation activated the Pledge 18 Campaign in partnership with Zimpact throughout the ZITF exhibition week. The campaign focused on raising awareness about underage drinking and reinforcing the message that alcohol is strictly for adults aged 18 and above. Popular artist Misz'kay brought energy and purpose to the initiative by performing the official Pledge 18 song, which carried a clear and compelling message discouraging alcohol consumption among minors.

The campaign drew strong interest from young attendees and families, helping to promote healthy choices and responsible behavior through music, education, and engagement.



# Delta Corporation Limited Wins Top Honors in SDG Category

Delta Corporation continues to lead in sustainability and corporate responsibility, having secured first place in the SDG Award category at the Zimbabwe National Chamber of Commerce (ZNCC) Awards, held on 9th May 2025 at Golden Conifer.

This award is more than a milestone, it's a powerful reminder that corporate success must walk hand-in-hand with social impact, environmental stewardship, and inclusive growth.

General Manager, Corporate Affairs at Delta Corporation Limited said, "As General Manager Corporate Affairs, I am humbled to witness our sustainability vision come to life. Every initiative, every partnership, every policy matters when it is rooted in people, planet, and progress. Congratulations to the entire Delta team for continuing to prove that when business leads with purpose, everyone wins."

This recognition affirms Delta's ongoing commitment to advancing the United Nations Sustainable Development Goals (SDGs) through responsible business practices that benefit both communities and the environment.







# BIN IT

Metal takes between 20 to  
500 years to decompose



**mad**  
MAKE A DIFFERENCE.  
RECYCLE

*Cheers to a clean city*

*We are Delta Corporation – Brighter Together*



Delta Corporation  
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# MAD CAMPAIGN

To raise awareness about the importance of environmental conservation and community responsibility, collect and dispose of litter and waste in the designated areas and foster community engagement and participation in environmental initiatives to minimize deadly diseases like Cholera and typhoid Delta Corporation launched a MAD Campaign in December 2024.

It coordinated with Sales representatives, Commercial SHE officers for SBs and Sorghum businesses, respective town councils, EMA officers through Microsoft teams and phone calls to hold their clean-up campaign. The routes they covered were, Kariba, Karoi, Chinhoyi and Banket Centre.



In Kariba they went to the Heights, Mahombekombe, Lakeside harbour, Batonga market and Nyamhunga. The clean-up exercise lasted for 6-hours, and the Road Show helped mobilize volunteers from local communities. Approximately 700 kg of waste, including bottles, plastic bottles, cans, and other non- biodegradable materials were collected.

In Karoi they rounded the town center and Chikangwe were the clean-up exercise lasted for 2,5 hours and the Road Show helped mobilize volunteers from local communities. Approximately 200kg of waste, including bottles, plastic bottles, cans, and other non-biodegradable materials were collected.



Chinhoyi at the city center and rank, the clean-up exercise lasted for 2 hours, and the Road Show helped mobilize volunteers from local communities. Approximately 200 kg of waste, including bottles, plastic bottles, cans, and other non-biodegradable materials were collected.

The team then went to Banket where the clean-up exercise lasted for 1 hour and the Road Show helped mobilize volunteers from local communities. Approximately 100 kg of waste, including bottles, plastic bottles, cans, and other non-biodegradable materials were collected.

Each participating centre actively took part in waste collection and disposal, while the Delta teams engaged directly with the community through a vibrant and interactive Road Show. Residents gathered around the truck, not only to learn about environmental care but also to enjoy moments of fun—winning chilled products, bin liners, key rings, and proudly wearing branded MAD T-shirts and caps.

## Post-Campaign Reflections

In collaboration with colleagues on the ground, Delta conducted a thorough post-campaign evaluation, which included gathering valuable feedback from community members, assessing the campaign's overall impact, and identifying ways to strengthen future efforts.

One of the most tangible outcomes was the collection of approximately 1,200 kilograms of waste—including bottles, plastic containers, cans, and other non-biodegradable materials. This effort directly contributed to cleaner spaces in the local centres and sent a strong message about the power of collective responsibility.

But beyond the waste collected, the real victory was in the people. Over 3,600 community members and volunteers took part across various shopping centres. Their passion and participation underscored a growing awareness of the importance of environmental stewardship. Representatives from town councils, the Environmental Management Agency (EMA), and PetrecoZim also played a critical role—addressing residents, reinforcing the importance of regulatory compliance, and pledging continued support for future clean-up efforts.



## MAD CAMPAIGN | continued



### Looking Ahead

To maintain this positive momentum, Delta recommends hosting regular clean-up events that continue to foster a sense of ownership and community pride. There's also an opportunity to broaden its impact by partnering more closely with local traders, businesses, and grassroots groups—together amplifying the reach of its environmental message.

Equally important is the promotion of sustainable habits. Delta continues to encourage everyone to embrace Delta's "3 Rs" philosophy: Reduce, Reuse, and Recycle. These simple yet powerful practices help minimize environmental harm, especially to the communities' most vulnerable—children, animals, and future generations.

This campaign was more than just a clean-up—it was a celebration of community spirit and environmental care. Together with the community, Delta has shown what's possible when people unite for a shared cause. All participating stakeholders expressed their gratitude for Delta's leadership and pledged to continue promoting responsible behavior among residents and consumers alike. Let's keep building a cleaner, greener, and more conscious tomorrow—together.



# Delta-BOOST 2025: Youth Leading the Smart Drinking Conversation

In partnership with The Boost Fellowship, Delta Corporation launched the Delta-BOOST 2025 Smart Drinking and Moderation Innovation Challenge under the theme “Above the Influence.” This youth-led initiative addresses drug, alcohol, and substance abuse among Zimbabwean youth by empowering university students to create and implement awareness campaigns across six key focus areas, including binge drinking, underage drinking, and alcohol-related violence.

Over eight months, student teams will design impactful, community-driven interventions, leadership training, mentorship, and funding from Delta Corporation. The programme reflects Delta’s commitment to responsible alcohol consumption, community health, and sustainable youth development—aligning with global health and development goals.

“This initiative empowers young leaders to drive real change in their communities,” said Patricia Murambinda, General Manager – Corporate Affairs.

Delta-BOOST 2025 Camp: Building Strong Communicators and Change Agents

The Delta-BOOST 2025 Leadership Camp started with team-based activities that fostered collaboration, leadership, and strategic thinking. Communication was a central focus, with students learning the importance of clear, effective internal dialogue and consistent updates with The BOOST Fellowship. Participants developed resilience, time management, and planning skills to help them balance academic and extracurricular commitments.

The camp also unpacked critical issues through in-depth thematic sessions. These included the dangers of underage drinking, emphasizing parental and peer influence; drinking and driving, which highlighted legal consequences and safe alternatives; and alcohol and pregnancy, where teams learned about the lifelong risks of Foetal Alcohol Syndrome. Sessions on alcohol and violence examined the complex relationship between alcohol and aggressive behavior, while also stressing accountability and prevention.

Participants explored sugary drinks and health, with Delta showcasing its range of low- and no-sugar products to encourage healthier lifestyles. Lastly, the dangers of binge drinking and illicit brews were discussed, shedding light on the rising prevalence of high-intensity drinking and the health threats posed by unregulated, often toxic, homemade alcohols.





# Delta-BOOST 2025: Youth Leading the Smart Drinking Conversation Highlights



# Delta-BOOST 2025: Youth Leading the Smart Drinking Conversation | continued

Through this immersive experience, students were not only informed but also inspired to drive impactful awareness campaigns and create safer, healthier communities across Zimbabwe.

## Igniting Change: Bonfire Talk on Drug and Substance Abuse

As part of the Delta-BOOST 2025 Leadership Bootcamp, student leaders gathered around a powerful Bonfire Talk on drug and substance abuse, led by Delta Corporation's Corporate Affairs Officer, Kismore Murandu, and moderated by Rangarirai Chakamanga. The session, aligned with the "Above the Influence" theme, tackled the growing crisis of substance abuse among Zimbabwean youth.

Murandu emphasized the concerning statistic that 12% of adolescents aged 10–19 are engaging in heavy drinking—often with illicit brews—and stressed Delta's zero-tolerance policy on underage consumption. The discussion highlighted the severe health impacts and social consequences of substance abuse, calling for a united front to curb the trend.

Chakamanga facilitated a highly engaging conversation, where students openly shared their local realities and pitched creative prevention strategies, including community fairs and youth-driven recreational initiatives. The session concluded with a call for systemic interventions to address the root causes—poverty, limited access to education, and unemployment—driving the crisis.

## A Diverse and Dynamic Turnout at the Leadership Bootcamp

The Delta-BOOST 2025 Leadership Bootcamp wasn't just about learning—it was a space for collaboration, reflection, and vision-setting. Student leaders and Faculty Advisors from nine institutions came together, not only to review their 2024 journeys but to dream up bold, new ideas for the year ahead. Faculty members played an active role throughout the bootcamp, offering guidance and support as teams shaped their 2025 projects.

One of the highlights of the event was its diverse gender representation. With 55.8% male and 44.2% female participants, the camp fostered rich conversations and perspectives, proving that inclusive leadership is not only possible but powerful. It was inspiring to see such a strong mix of voices and visions coming together to drive real change.

## Smart Drinking and Moderation Innovation Challenge Officially Launched

The final day of the Delta-BOOST 2025 Leadership Bootcamp marked an exciting milestone—the official launch of the Smart Drinking and Moderation Innovation Challenge. The atmosphere was electric as teams gathered to pitch their ideas, select their thematic focus areas for the year ahead, and draw inspiration from experts in the field.

Stakeholders working in drug, substance, and alcohol abuse prevention joined the session, offering powerful insights and motivation for the students. Their presence served as a reminder that real change happens when youth innovation meets community support.

Each team stepped up to share their vision for 2025, outlining creative, impact-driven solutions tailored to their campus and community needs. The launch wasn't just a formal event—it was a call to action, setting the tone for a year of purpose-led projects under the "Above the Influence" theme.







Stop Road Carnage. Don't Drink and Drive

# DON'T LET ALCOHOL TAKE THE WHEEL

BE THE **HERO**.  
BE A **DESIGNATED DRIVER**

*We are Delta Corporation – Brighter Together*





## Drunk Driving Campaign with Sunshine Zimbabwe

Sunshine Zimbabwe Project an international City & Guilds accredited institution that offers technical course to different youngsters including those with disability and those who are academic challenged had over 100 students taking different courses. The institution invited Zimpact to empower their students on the issues of drunk driving and responsible drinking as a life skill.

Having lost one of its students in a car accident after an outing designated driver knowledge was imparted during a session about safe partying. The youngsters were encouraged to always have a designated driver when they go out partying and drinking. A designated driver was well defined as most of the students wanted to know how one qualifies to be a designated driver. The students were also encouraged to know their drinking limit which would help them keep them safe.

Students take time to take a pledge to drink responsibly and have a designated driver on standby always.

Emphasis was also put on the effects of alcohol on both health and behind the steering wheel with some emotional videos on speeding being played. More of such sessions with tertiary education is much vital as a further life skill. Regardless of the level of education the knowledge of drunk driving and responsible drinking has been ignored most. Responsible drinking and designated driver should get on to become a culture every teenager should recognize .



« Have a designated driver at all times when to go out partying and drinking, its for your own safety. »



# Drunk Driving Campaign with Sunshine Zimbabwe | continued



Lecture session in progress





# INTERACT OFFICERS PLEDGE-18 TRAINING



The Interact officers training is an annual training for the new interact officers at the beginning of the year and it attracts a number of schools within Harare. Different speakers and coaches are invited to induct and groom the new officers as well as inspire them to serve their communities.

Zimpact has a strong partnership with the Rotary Club, and their ability to educate and support Interact clubs. This year's event saw participation from 20 schools, including Oriel Boys & Girls High, Mukai Haigh School, Prince Edward, Allan Wilson, Roosevelt Girls, Vainona, Chisipite Senior, Heritage, Maranatha Christian, Ellis Robins, Queen Elizabeth, Gateway High, Dominican Coventry, Northwest, Wise Owl, Hatcliffe, and Arundel. Over 200 Interactors and 50+ teachers were in attendance, engaging with expert speakers and coaches who helped shape the future leaders of tomorrow.

The Pledge 18 initiative was executed very well under the theme, "age up before you drink up". Both students and their teachers took turns to take the Pledge through Photoshoot with the Pledge 18 Frame. Some students were also given Pledge 18 branded rulers and where so much exited. Students enjoyed taking the pledge in groups and most students appreciated the idea of Pledge-18. They took it as an Oath which they vowed to keep till the right age and also encouraged others to take the pledge.

Chisipite Senior students stood out by pledging to combat drunk driving, proudly embracing the role of designated drivers. Their commitment is a powerful reminder that responsible partying starts with making safe choices.

Schools were thrilled and motivated by the Pledge 18 approach, eager to bring the commitment back to their campuses. Interact clubs are encouraged to expand the Pledge 18 initiative as a core part of their programs, ensuring students stay mindful of the importance of staying away from alcohol. Zimpact remains dedicated to supporting these efforts, offering ongoing guidance in monitoring and executing the pledge for lasting impact.









# DESIGNATED DRIVER

Stop Road Carnage. Don't Drink and Drive

# PROTECT DREAMS

BE THE **HERO**.  
BE A **DESIGNATED DRIVER**

*We are Delta Corporation – Brighter Together*

 **Delta Corporation**  
LIMITED



# ANTI-DRUG ABUSE PLEDGE 18 PROVINCIAL SOCCER TOURNAMENT



**Hon Deputy Minister of Sport, Recreation, Arts and Culture Emily Jesaya presenting an award for the best Player Tadiwanashe Mavetere from Glennora 2 High. The Award included Pledge 18 vest and lunch bag as well as a trophy.**

Oriel Boys High School on the 21st of March hosted the Young and Great Under-20 Anti-Drug and Substance Abuse Soccer Tournament, transforming the grounds into a vibrant showcase of youth talent from across Harare Province. Graced by the Deputy Minister of Sport, Honourable Emily Jesaya, the event was more than a football competition—it was a bold stand against drug abuse, highlighting how sport can drive discipline, resilience, and hope for the future. Organized by NASH and Young & Great, founded by Tanaka Mashamhanda, with support from Mashwede Holdings, the tournament has become a key fixture on the school sports calendar, with plans to grow it into a national platform.

Zimpact, in partnership with Delta Corporation, proudly supported the Young and Great U-20 Anti-Drug and Substance Abuse Soccer Tournament through its Pledge 18 initiative, promoting the message: “No to Underage

Drinking.” Students and athletes were empowered with knowledge on the risks of underage drinking and how to make safe choices during social events.

The tournament was fiercely competitive, with all teams giving their best on the field. It also attracted support from key partners including 3KTV, the Zimbabwe Olympic Committee, AURA, and Christ Embassy.

Zimpact recognized outstanding teams and players with Pledge 18-branded medals, vests, caps, lunch bags, pens, rulers, and bottled water for both athletes and guests. In a special moment, Hon. Deputy Minister of Sport, Recreation, Arts and Culture, Emily Jesaya, was honored with a Pledge-18 Gold Medal for her support.

From left Lawrence (ZOC Volunteer), Mr Chikono (Min of Sport), Ms Spiwe (ZOC Finance officer) Mrs. Tanaka Mashayamhanda (Founder Young & Great Initiative) Mr. Newman Gumendo (ZOC programs officer) making a Pledge against underage drinking.





# ANTI-DRUG ABUSE PLEDGE 18 PROVINCIAL SOCCER TOURNAMENT | continued

Participating districts included Epmafara, Warren Park/Marlborough, Glenview/Mufakose, Mbare/Hatfield, Chitungwiza, and Highglen—represented by schools such as Oriel Boys and Girls, ZRP Support Unit, Mabvuku High, Prince Edward, Harare High, Glenview 2, Mufakose 2, Zengeza 2, Highfields 2, and Glen Norah 2.

The tournament proved that with the right support and platforms, sport can be a powerful force for youth development and social change.

Hon Deputy Minister of Sport, Recreation, Arts and Culture Emily Jesaya presented the best player award to Tadiwanashe Mavetere from Glen Nora 2 High. The Award included a Pledge 18 vest and a lunch bag as well as a trophy.

Zimpart is committed to creating lasting impact through innovation and creativity. Reflecting on the success of recent events, they've drawn valuable lessons that shaped its future approach to the Pledge 18 initiative. "Initiatives like these go beyond words, they are a true testament to meaningful change, helping to develop young people into productive, purpose-driven individuals by nurturing their talents", they said.







Stop Road Carnage. Don't Drink and Drive

# BETHE HERO

BE A **DESIGNATED** DRIVER

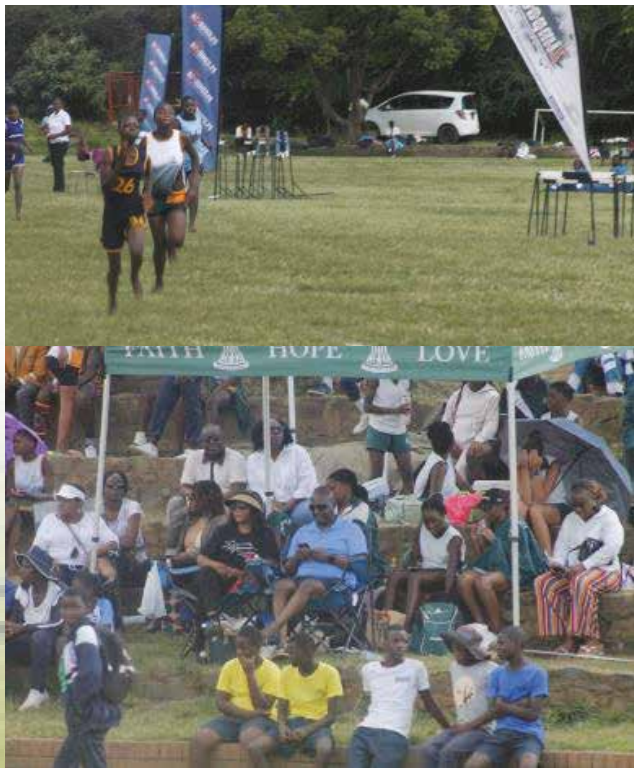


*We are Delta Corporation – Brighter Together*





# Pledge 18 Powers 2025 EPMAFARA Athletics Championship



On 28 February 2025, Oriel Boys High School hosted the NASH Epworth-Mabvuku-Tafara (EPMAFARA) District Athletics Championship, organized by Tafara 1 High School. The event brought together hundreds of students from over a dozen schools for a full day of competition, excitement, and community spirit. Delta's aim was to establish a water point and use football to promote the Pledge 18 initiative. The focus was on encouraging responsible drinking, educating crowds, and promoting the use of a designated driver to ensure safer social spaces for all.

With support from Zimpact through Delta Corporation's Pledge 18 initiative, the event received a major boost. Under-15 boys and girls were awarded 132 medals, Pledge 18 vests, caps, and lunch bags. Every athlete also received bottled water at the finish line, adding a thoughtful touch to the high-energy day.

Participating schools included Oriel Boys and Girls, Chisipite, Epworth High, Tafara 1 & 2, Danhiko, and more. Events ranged from sprints and relays to long-distance and field competitions.

Heads of schools expressed heartfelt gratitude, calling the support "a first of its kind" in the district. For the young athletes, it was a day of pride, motivation, and unforgettable memories—thanks to the power of sport and community.



These were podium winners for the 400m race. From Left to right Oriel Girls, Chisipite Senior, Mabvuku High and Mr Moyosvi Sports Director Support Unity who helped with the hmedals presentation.





The Pledge 18 backdrop banner itself spoke louder about No to underage drinking as many came to have photo shoot before the banner. Teachers, Parents and other students loved to be part of the Pledge 18 and carried the message home. Peer to peer education was also conducted as students educated fellow students on underage drinking.

The event was a great success not only in spreading awareness on underage drinking but in shaping athletes careers. Athletes were so happy to get medals as this was the first time in the district to award athletes. All Gold Medal Winners are proceeding to hold the Harare Athletics Championship on the 15th of March at Prince Edward School and Zimpact plans to follow them up to the Nationals to be held in Bindura.

### CONCLUSION

Zimpact continues to thrive to bring more impact through innovation and creativity. In their future events from the lessons drawn they recommend participating in more such events as they have a wide reach in one sitting. The rewarding initiative goes a long way in spreading the message about pledge18 as students value being appreciated. Pledge-18 has left some marks that no one and no alcohol shall erase to every medal winner that will go far and be part of their history.



They all compete in the same race but at the end they come together and share the podium. Chisipite Senior Gold Medalist show ing some love to fellow sil ver and bronce medalists.









Stop Road Carnage. Don't Drink and Drive

# THE REAL MVP OF THE NIGHT

BE THE **HERO**.  
BE A **DESIGNATED DRIVER**



*We are Delta Corporation – Brighter Together*





# Delta Corporation Enhances Teamwork Through Mandel Training Centre

Delta Corporation firmly believes that effective teamwork is the cornerstone of an organisation's success. As a company that thrives on collaboration, Delta is pleased with the impactful team-building services offered by the Mandel Training Centre.

Led by a team of certified coaches with expertise in leadership development, communication, conflict resolution, and team dynamics, the Mandel Training Centre plays a key role in helping Delta Corporation live out one of its core values: We Work and Win in Teams.

Each team-building session is designed to foster stronger, more collaborative teams that are equipped to face challenges with creativity and confidence. Over 10 experienced professionals from diverse coaching and development backgrounds deliver the sessions to meet unique goals and dynamics.

These team-building initiatives are results-driven, with activities and strategies that enhance communication, boost creativity, and strengthen problem-solving skills.

Various teams within the organisation—including the Sorghum Team, DTS Team, Audit Department, Graduate Trainees, and Lagers Fire Fighters—have participated in these tailored sessions. Each group received a programme designed specifically for their needs, collaboration, critical thinking, and morale-building.



## Sorghum Team Building Session



Feedback has been overwhelmingly positive, with participants praising the engaging and enjoyable nature of the activities, as well as the tangible improvements in team cohesion and overall performance.





### Audit Team Building







**Graduate Trainees Team Building Session**



# Embracing sustainability

## Environmental challenges in malting and brewing



**BY PROSPER W. MAKARA**

Sustainability issues including climate change, water scarcity and waste management pose significant challenges with far-reaching consequences worldwide. As professionals in a water and fuel intensive industry, it becomes more and more important to integrate sustainability into our daily operations.

Climate change, driven largely by greenhouse gas emissions from industrial activities, deforestation and transportation leads to extreme weather events, rising sea levels and disrupted ecosystems. These changes threaten biodiversity and can result in the loss of habitats for countless species as well as affecting agricultural productivity.

The consequences of these environmental sustainability issues extend beyond immediate ecological impacts. Economies that rely heavily on agriculture and natural resources face increased vulnerability as climate change affects crop viability and resource availability.

Communities, particularly those in developing regions, may struggle to adapt to these changes, leading to social unrest and migration. Moreover, the strain on water resources, driven by both climate change and unsustainable agricultural practices, can lead to conflicts over water access and quality.

The recent rise of activism has had an impact on all operating industries and the malting sector – part of the broader beverage industry – has not been left behind.

### Sustainability is now

a major focal point for stakeholders across the board, and with good reason too. The United Nations has underscored the urgency of the matter by introducing Sustainable Development Goals (SDGs) which call for concerted efforts toward sustainable practices.

Many countries and organisations have since joined the initiative, championing concepts like circular packaging and sustainable agriculture, whilst aligning with national visions like Zimbabwe's Vision 2030 and National Development Strategies One and Two (NDS1 & 2).

The writing on the wall is clear: we must preserve and conserve our natural resources to ensure a viable planet for future generations. So the question arises: how do we integrate sustainability into our daily operations?

### Areas of focus in sustainability drive

The major area of focus in the brewing and malting sector is water conservation. Do we really need to use large volumes of (high pressure) water to clean the plant every time? How about water reclamation, channelling minimally treated effluent to other uses? How about harvesting condensate and other wasted water redirecting it to other uses within the plant?

Malting and brewery management should encourage their teams to continuously reduce water usage. Set targets need to be continuously challenged and organisations need to adopt innovative solutions to reduce usage.

A good example of an innovation is the Eco-Steep by Bühler which is purported to save up to 35% of water usage. The steep tank design is such that there is no space beneath the false floor. Such innovation is what the industry needs to improve the



water footprint. Focus should also be put into water reclamation within the operating plant. Effluent can be redirected to gardening and toilet use after treatment. A minimally furnished water treatment plant with pH treatment and COD correction would suffice for use.

Another critical area of focus in the malting and brewing industry is the reduction of carbon footprint, particularly through the continuous monitoring of boiler emissions. Consumers today are more environmentally conscious, and their concerns extend to emission issues. More so because there is widespread public support for sustainable operations across all sectors. The new norm should be actively tracking boiler emissions for improved corporate standing.

This practice has become a statutory requirement in several countries and provides a clear indicator of an organisation's sustainability initiatives. Even in regions where such regulations have not yet been implemented, companies should proactively align with global standards in this regard. This is where industry is headed, and it is advisable to stay prepared rather than be forced into compliance.



Focus should be put into water reclamation within the malt operating plant, with effluent being reduced, reused or recycled (Photo: James R Gibson/Alamy)

Such instances often lead to heavy litigation and the company's reputation suffers in the process. Sustainable practices not only enhance a company's reputation but also contribute to a healthier bottom line by mitigating regulatory fines and improving operational efficiency. The adoption of clean technologies has consistently demonstrated potential cost savings, underscoring the financial benefits of going green.

In addition to emissions, electricity usage has emerged as a key metric for sustainability. Monitoring demand and power factor is essential, as many countries impose penalties for power factors below 95. This regulatory framework encourages organisations to utilise electricity more sustainably and efficiently. Such initiatives help curtail a company's operating expenses.

A commitment to sustainability should go beyond the operating plant by taking into consideration things like packaging material used. Organisations should consider biodegradable or 100% Compostable Eco packaging material and offer options for brewers/distillers to reuse bulk bags.

Beyond water conservation, emissions and electricity consumption, several other major sustainability issues deserve attention in malting and brewing:

**Waste management:** Effective waste management practices, including recycling and repurposing process by-products, can minimise environmental impact. In addition to reduced environmental impact, repurposing by-products also leads to cost recovery which is a good financial move.

**Sustainable sourcing:** Sourcing raw materials such as barley and hops from sustainable and local suppliers can reduce transportation emissions and support local economies. Most maltsters across the world make use of contract farmers that can easily be monitored for adherence to desired agricultural practices.

Contract farming also makes it easier to control outcome in terms of stipulated quality agreements in the barley contract. Sustainable sourcing can be a way of reducing carbon dioxide emissions by procuring malting barley from farmers who use sustainable agricultural practices only.

**Energy efficiency:** Improving energy efficiency in production processes such as fermentation and cooling can lead to lower energy consumption and reduced costs. Australia's Voyager Craft Malting plant has integrated with a biochar facility to generate energy and heat for kilning. This facility has a sustainable solution of converting agricultural waste products into Biochar; charcoal that is used as a soil ameliorant for both carbon sequestration and soil health benefits. The heat produced during this process is harnessed channelled to kilning.

**Carbon neutrality goals:** Setting ambitious carbon neutrality goals and implementing strategies to achieve them can position companies as leaders in sustainability.





**Organic material like wood, agricultural waste or manure undergoes pyrolysis in an oxygen-limited environment to produce biochar: the energy released can be used to heat a malt kiln and the resultant carbon-rich, charcoal-like stable solid (biochar) used as for soil improvement and carbon sequestration (Photo: Shyam Natarajan)**

### **Innovating for a sustainable future**

Being a resource-intensive sector, the brewing industry has a significant environmental footprint which includes high water usage, energy consumption and carbon emissions. However, with modernisation the brewing industry can now identify key areas of impact, improve efficiencies and contribute positively to environmental goals.

As discussed at the World Brewing Congress 2024, the brewing industry relies heavily on natural resources, making sustainability not just an ethical responsibility but also a business imperative.

To align with sustainability goals, organisations must embrace innovation and modernisation. Investing in monitoring processes is crucial; this includes tracking water and carbon footprints among other key metrics that have an impact on the environment. Monitoring technologies help us gain valuable insights into our resource consumption and in identifying areas for improvement.

As managers, supervisors and team members, we have a responsibility to challenge our Key Performance Indicators (KPIs). Continuously setting ambitious yet achievable targets allows us to position ourselves among the leaders in sustainable operations. Instead of waiting for statutory regulatory requirements to dictate our actions we should proactively innovate to reduce boiler emissions and optimise energy use. This forward-thinking approach not only demonstrates corporate responsibility but also aligns us with global sustainability trends.

While resource constraints may pose challenges, taking small steps in the right direction can yield significant improvements in operations. The recent trends of globalisation and liberalisation present both challenges and opportunities; it is by adopting sustainable practices that we can enhance our competitive edge in the market.

To achieve world-class operational excellence, it is important to note that sustainability is more than just a catchword; it adds tangible benefit to our value chain. We should implement eco-friendly practices and enhance our brand reputation, attract environmentally conscious consumers, and ultimately boost sales for a healthy bottom-line. Furthermore, companies recognised for their commitment to sustainability often enjoy better relationships with stakeholders, including investors, regulators – and the community at large.

### **Collaboration and engagement**

To further our sustainability goals, collaboration within the industry is essential. Sharing best practices, engaging in joint initiatives and participating in industry forums can accelerate our progress. Collaboration helps us address common challenges and create a unified front that advocates for sustainability across the malting and beverage sectors.

Engaging employees at all levels is equally important. Creating a culture of sustainability within the workplace encourages innovation, inspires commitment and encourages a sense of ownership among team members. Training and awareness programmes can empower staff to contribute ideas and solutions, making sustainability a shared responsibility. Happy malting!

**Prosper Makara is a trainee maltster at Delta Beverage Zimbabwe's Kwekwe Maltings.**

# DELTA World Lagers

## CASTLE LAGER

### Castle Lager Challenge Cup

Our Castle Lager Premier Soccer League season opener, the Castle Lager Challenge Cup was held at Rufaro Sports stadium in February. This cup match sees the winners of the Premier soccer league, taking on the winners of the Chibuku Super Cup, in what is always a thrilling clash of giants.

After a nail-biting encounter that went all the way penalty shootouts, Dynamos FC, winners of the Chibuku Super Cup, took home the Challenge Cup over League winners, Simba Bhora FC. Large crowds thronged the stadium to support their favourite teams, and they were entertained by local music act, the Chill Spot family who provided entertainment for the crowds both pre and post the match. The business leveraged on the opportunity through activations which were running in trade to drive volumes and match awareness.





# DELTA World Lagers | continued

The brand crowned the 2024 Fan of the Year, together two runner ups, as part of our Back up Squad campaign, and this was well received by the fans who continue to support their own.

We look forward to a successful 2025 Castle Lager Premier Soccer League, after getting off to an exciting series of initial match days, which already have stiff competition building between new and existing league members.



**MATCH DAY THREE FIXTURES**

FRIDAY 14TH MARCH 2025	VENUE	TIME
026. SCOTTLAND FC VS MGEZI PLATINUM STARS FC	RUFARO STADIUM	1500HRS
SATURDAY 15TH MARCH 2025	VENUE	TIME
019. SIMBA BHOBA FC VS HERENTALS COLLEGE FC	WADZANAYI STADIUM	1500HRS
020. DYNAMOS FC VS TELONE FC	RUFARO STADIUM	1500HRS
022. CHICKEN INN FC VS FC PLATINUM	LUNVEVE STADIUM	1500HRS
023. MWUS VS YADAH FC	BABAB STADIUM	1500HRS
024. KWIKWIK UNITED FC VS BIKITA MINERALS FC	BATA STADIUM	1500HRS
025. GREENFUEL FC VS HIGHLANDERS FC	GREENFUEL ARENA	1500HRS
SUNDAY 16TH MARCH 2025	VENUE	TIME
021. MANIKA DIAMONDS FC VS ZPC KARIBA FC	SAKUBVA STADIUM	1500HRS
027. TRIANGLE UNITED FC VS CAPS UNITED FC	GREENFUEL ARENA	1500HRS

**THE BACKUP SQUAD**

IT ALL COMES TOGETHER WITH A CASTLE.




**2025 SEASON  
MATCHDAY THREE LOG TABLE**

CLUB	P	W	D	L	F	A	GD	PTS
1. MWUS FC	3	2	1	0	4	1	3	7
2. MGEZI PLATINUM STARS FC	3	2	1	0	3	1	2	7
3. SCOTTLAND FC	3	2	0	1	3	1	2	6
4. MANIKA DIAMONDS FC	3	2	0	1	2	1	1	6
5. FC PLATINUM	3	1	2	0	2	1	1	5
6. SIMBA BHOBA FC	3	1	2	0	1	0	1	5
7. HIGHLANDERS FC	3	1	1	1	6	3	3	4
8. TELONE FC	3	1	1	1	4	4	2	4
9. CAPS UNITED FC	3	1	1	1	3	3	0	4
10. HERENTALS COLLEGE FC	3	1	1	1	2	2	0	4
11. KWIKWIK UNITED FC	3	1	1	1	2	5	-3	4
12. CHICKEN INN FC	3	0	3	0	1	1	0	3
13. DYNAMOS FC	3	0	3	0	1	1	0	2
14. GREENFUEL FC	3	0	2	1	3	4	-3	2
15. BIKITA MINERALS FC	3	0	2	1	1	2	-3	2
16. ZPC KARIBA FC	3	0	2	1	0	1	-1	2
17. YADAH FC	3	0	1	2	0	3	-3	1
18. TRIANGLE UNITED FC	3	0	0	3	1	7	-6	0

**THE BACKUP SQUAD**

THE TASTE THAT'S STOOD THE TEST OF TIME





# IT ALL COMES TOGETHER WITH A 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.



# DELTA World Lagers | continued

## CARLING BLACK LABEL

### Carling Black Label DJ Clash

The 2nd edition of the Carling Black Label National DJ Clash was successfully completed in the quarter. The clashes were open to aspiring and professional DJs, and to participate DJs registered via WhatsApp, from where the best 24 mixtapes per region were then selected to take part in the national finals. Eight regions took part, Harare North, Harare South, Chitungwiza, Bulawayo, Masvingo, Chinhoyi, Mutare and Gweru, with the final then being held in Harare on the 20th of December at Hippodrome Conference Centre.

To amplify the campaign, we engaged online influencers Etherton and DJ Tamuka who partnered with popular social media pages like “CUTcelebrities” and “MSUcelebrities” to attract the target consumers and encourage brand sampling. During the finals, 26 DJs battled it out to become the Champion DJ with the defending Champion Irven Maponga - DJ IrveneX from Mutare defending his title. This year's winner Joseph Isaac - DJ Joe from Harare North walked away with the main prize \$3000, laptop, controller, sound monitor and codeless mic whilst the 1st runner up Spencer Chirinda - DJ Tino from Bulawayo won \$2000, sound monitor and codeless mic. This year we also had category prizes worth \$500 each, the best mix went to DJ Joe, best creativity went to DJ IrvineX and best music selection won by DJ Sawada. During the event we also had guest artists Etherton B, Volts JT, Saint Floew, DJ Tamuka and Levels performing.



To close off the campaign we celebrated the Champion DJ at Eclipse Bar & Grill in Harare and DJ Tino at Ko Samuriwo in Bulawayo for post amplification.





# DELTA World Lagers | continued





**CARLING**  
*Black Label*  
**BEER**

# CHAMPION TASTE CHAMPION REWARD

CHAMPIONS DESERVE  
CHAMPION BEER



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

# DELTA World Lagers | continued

## ZAMBEZI LAGER

### The Mighty Zambezan Experience Promotion

Zambezi Lager recently embarked on an unforgettable journey, taking 24 lucky winners from their Mighty Zambezan Experience promotion to the serene Spurwing Island in Kariba. These lucky individuals were representing regions across the country such as Matabeleland, Midlands, Masvingo, Mashonaland, Manicaland, and Harare.

During the three exhilarating days, the winners were divided into four spirited teams: Sun, Wind, Fire, and Water. Each team embodied the magnificent elements of nature and reflected the unique qualities of Zambezi Lager. The adventure at Spurwing Island was packed with excitement, featuring thrilling fishing expeditions, breathtaking visits to the stunning Sanyati Gorge, and captivating game drives through Matusadonha National Park.

The trip was filled with a variety of exciting activities and challenges. Participants tackled demanding obstacle courses and engaged in spirited games such as fire lighting, all in fierce competition for the coveted title of the Ultimate Zambezan, along with a prestigious cash prize of \$5,000.



In the end, it was Taguma Masunda from Harare who emerged as the Ultimate Zambezan, showcasing remarkable camaraderie, teamwork, resilience, and a positive attitude. His hard work and dedication paid off as he walked away with the grand prize. Additionally, Team Water stood out, demonstrating unwavering determination and effort throughout the adventure, ultimately securing victory in this thrilling experience.





## DELTA World Lagers | continued



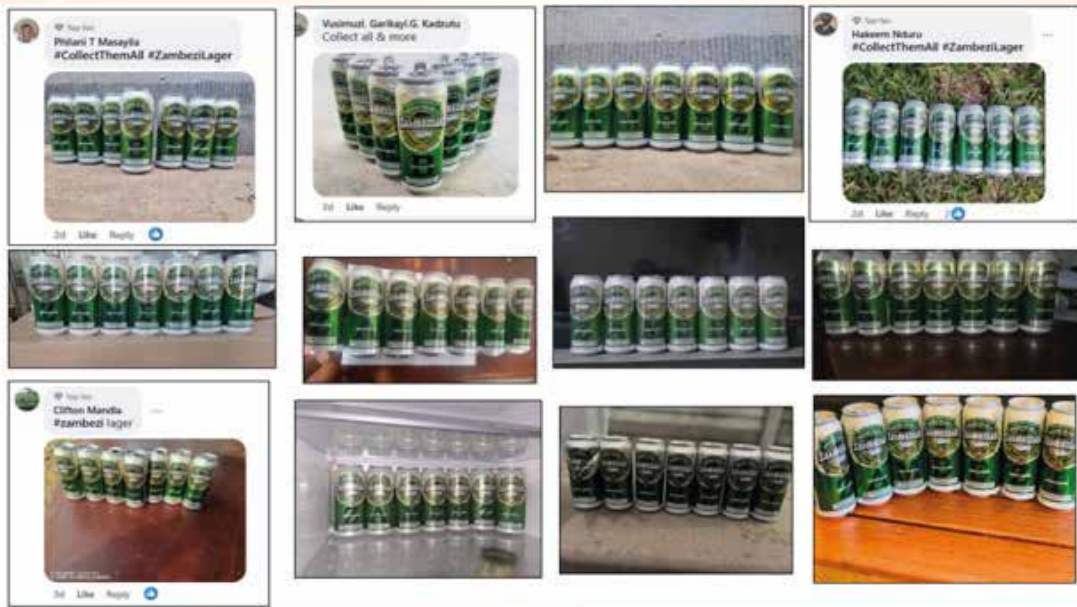


# DELTA World Lagers | continued

## Zambezi Limited Edition Can

Zambezi Lager reintroduced the Limited Edition 500ml can this year featuring under-the-ring pull codes. The pack was designed to create excitement and encourage engagement among consumers through its collectible letters, that when lined up spell out the word “Z-A-M-B-E- Z-I,” generating an overwhelming response on digital platforms.

To participate in the promotion, consumers had to check under the ring pull for a unique code, send it to the WhatsApp number 0718765228, and they could win fantastic branded prizes such as cooler boxes, camping chairs, and t-shirts.





# DELTA World Lagers | continued

Instore promotion visibility continues through displays and activations throughout the quarter.





# DELTA World Lagers | continued

## BOHLINGERS LAGER

### Bohlingers Island Getaway Promotion

Bohlingers Lager launched the second edition of the Island Getaway promotion, running from 24 January to March 21, 2025. This promotion aimed to enhance brands penetration and uptake by rewarding both traders and consumers with a chance to win an Island Getaway in Mauritius.

To participate, traders had to purchase three cases of Bohlingers to earn a point, increasing their chances of winning with more points. Consumers had to buy three units of Bohlingers Lager, then send a picture of their receipt to WhatsApp number 0785552324 or drop their entry form in the nearest entry box for a chance to win a trip to Mauritius. We look forward to showcasing this unforgettable experience when it comes time.





# DELTA World Lagers | continued

## CASTLE LITE

### Castle Lite – Friday Lite Nights

The brand has persistently improved customer engagement by utilizing music and outlet activation strategies through strategic premium campaigns like Friday Lite Nights, which is growing in leaps and bounds. Castle Lite hosted the fifth edition of Friday Lite Nights at Tin Cup Bar in Bulawayo on February 21st. This activation aimed to promote the consumption of Castle Lite draught and the non- returnable 340ml pack, boost sales with special bucket deals, and enhance the market presence of draught beer.

The micro-event successfully attracted more visitors to the outlet, featuring performances by popular DJs from Bulawayo. The property is becoming more popular in the market, with leading outlets requesting for Friday Lite Nights to come to their outlet!





# DELTA World Lagers | continued

## GOLDEN PILSENER

The Golden Pilsener brand took over Zarah Lounge 18th of February with two artists in Bulawayo on the performing – Jeys Marabini and Prosper Tshuma and the Smart Birds Band. The event was posted on Yammer, Golden Pilsener X Page and the artists social pages to boost awareness, and we successfully managed to sampled new consumers who represented our target market. This was one of many activations to come as the brand will continue to create and own Golden Moments through Jazz Music





# DELTA World Lagers | continued

## Thematic Campaign – Trusted for Golden Moments

Golden Pilsener also continued with the Thematic Campaign activations in trade as we educate consumers on our new Campaign Trusted For Golden Moments. The activations which aims to educate and reward loyal Golden Pilsener consumers are on going and connecting well with our target consumers



# Chibuku Super Surprise Promotion

The Chibuku Super Surprise Promotion was launched with the themes “Mafaro Muna December”; and “Jabula KeDezember” running from November to January 24, 2025. The promotion was implemented across all channels to boost penetration and reach both consumers and traders. Delta’s goal was to engage customers with an interactive campaign that would drive product uptake and encourage consumer participation. It also aimed to increase volume growth by capitalizing on the festive season, generating a high number of winners for both consumers and traders.

The mechanics of the promotion included any purchase of Chibuku Super (Original or Flavours) units , then check the code under the cap. After getting the code, the consumer would dial \*445# to register and enter their code for a chance to win, or alternatively, send the code to WhatsApp number 0774687582. Scratch-and-win activations were also carried out in trade, leveraging on instant wins to excite consumers in the market. The promotion saw strong USSD participation, driven by active in-trade advocacy and scratch-and- win activations, resulting in a total of 344,155 entries on the USSD platform which was a great success of the promotion.





# Chibuku Super Surprise Promotion | continued

## Castle Challenge Cup (Chibuku Amplification)

Delta Corporation in February, partnered with Castle Lager for the Castle Challenge Cup. The game between Dynamos FC and Simba Bhora FC was played on the 22nd of February 2025 at Rufaro Stadium. It amplified the event with through the line initiatives, rallying on Dynamos FC as the 2024 Chibuku Super Cup champions.

To raise awareness and extend drinking occasions, activations were carried out in trade. Chibuku Super Cup finals also had a billboard displayed at Rufaro Stadium at the time of the game which boosted the games awareness. Additionally, the initiation of instant wins through scratch-and-win activations generated excitement among consumers leading up to match day. On the digital front, Delta boosted awareness with teaser posts and conducted a “Predict and Win” campaign to further engage the audience which helped give the challenge cup an awareness boost and recognition it wanted.

## Digital Amplification

As part of Delta’s digital amplification for the Challenge Cup, the organization launched a dance challenge featuring Alick Macheso, which attracted 349,297 views, 14,345 likes, and reached 382,199 people. The dance challenge also gained 3,089 new followers. This influencer partnership has significantly enhanced brand awareness, engagement, and reach, demonstrating that Delta’s audience connected well with the content. The campaign not only achieved impressive reach and interaction but also strengthened brand connections and led to a substantial increase in brand followers.



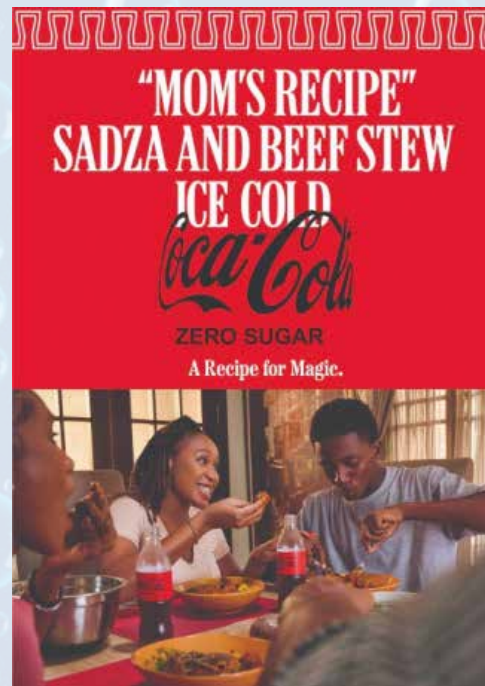
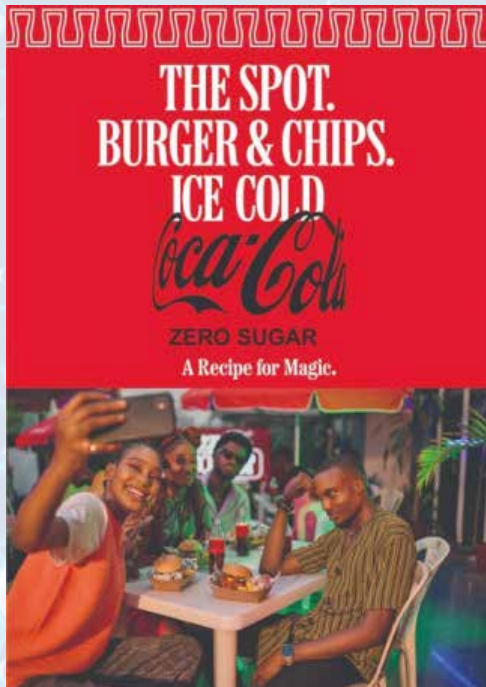


# Sparkling Beverages

## Recipe for Magic: Coke Meal Pairing Proposition

To cut through clutter and distraction, Delta Corporation introduced a differentiated meal pairing proposition under the theme: “Recipe for Magic” — Moment + Meal + Coke.

By leveraging the strong emotional and cultural resonance of the Coca-Cola brand, Delta positioned Coke as the perfect complement to special meals. The campaign encouraged consumers to “just add a Coke” to elevate everyday meals into magical moments. This message was amplified through targeted communications that celebrated shared mealtimes and the uplifting role of Coke.



## Dollar Deals campaign

Through the Dollar Deals campaign Delta Corporation strengthened its affordability proposition and improved the execution by including vernacular messaging. The campaign focused on the 300ml RGB which is currently on promotion at \$1 for 4 and it continues to punt the messaging through the line with POSM, social media, press, radio and google adverts.



## Wanta Fanta Campaign

In Q4 Delta launched the Wanta Fanta campaign with the objective of setting Fanta on a path to re-ignite its recruitment mojo and drive both trial of Fanta and disproportionate conversations. We seek to building deeper connections the Gen Z through their “want spaces” encouraging them to fulfill their wants with Lip-smacking deliciousness of Fanta.







**SHUMBA  
MAHEU**

INTRODUCING  
THE NEW COOL **FLAVOURS**

**MADE  
FOR YOU!**

**NEW <sup>AND</sup>  
IMPROVED**



**GRAB YOUR FAVOURITE **FLAVOUR!****

# Sparkling Beverages | continued

## Sprite: HEAT Happens 2.0

To establish Sprite as the drink of choice to help consumers overcome moments of heat throughout the day when on the go, Delta Corporation continued with the HEAT Happens 2.0 theme. Below The Line the organisation executed through bold eye- catching POSM that cut through the clutter, drawing consumers in from the heat by embodying ice-cold refreshments featuring lemon-lime flavor cues.



## Shumba Maheu Launch

In Q3 Shumba Maheu transitioned from the Ades brand name to a new theme "Made For You". This theme embodies Delta's commitment to crafting Shumba Maheu specifically its consumers' unique lifestyle, values, and traditions, ensuring every sip resonates with their personal journey. A liquid fluid enough to suit each sphere. Buttermilk Flavor was launched as the new addition to the family while the rest of the flavor underwent liquid renovation. Delta drove the transition messaging through the line with POSM, OOH billboards, social media, press and radio adverts. Volumes and its market share have been growing steadily since launch.





### Belmont Plant International Women's Day Celebration

The Belmont Plant International Women's Day Theme for 2025 was "Accelerate Action". Its focus was on Rights and Equality at the Belmont Plant event graced by Dr. L. Ndebele a Psychiatrist who gave a presentation on Mental load carried by women. Miss N. Ncube, an entrepreneur, shared a presentation on how to sustain a business and the Occupational Health Nurse N. Ncube gave a presentation on hidden dangers of skin lightening creams.

## DELTA HEALTH RELATED ACTIVITIES

### Oral Health Awareness Month

Delta Corporation also took Oral Health into consideration in the month of March. The emphasis was put on brushing one's teeth daily with fluoride toothpaste, limiting free sugar intake, stopping the use of tobacco and reducing alcohol consumption.

### Prevent oral diseases



Daily tooth brushing  
with fluoride toothpaste



Limit free  
sugar intake



Stopping the use of  
all forms of tobacco



Reducing alcohol  
consumption



World Health  
Organization

## DELTA HEALTH RELATED ACTIVITIES | continued

### World Kidney Day

World Kidney Day is a global campaign aimed at raising awareness about the importance of kidney health, observed annually on the second Thursday of March. The theme for 2025 is “Are Your Kidneys OK? – Detect early, protect kidney health” . Organizations and individuals worldwide are encouraged to participate in activities that promote kidney health awareness.

Delta Corporation also took part in this campaign and raised awareness on detecting early signs of kidney problems to save lives.

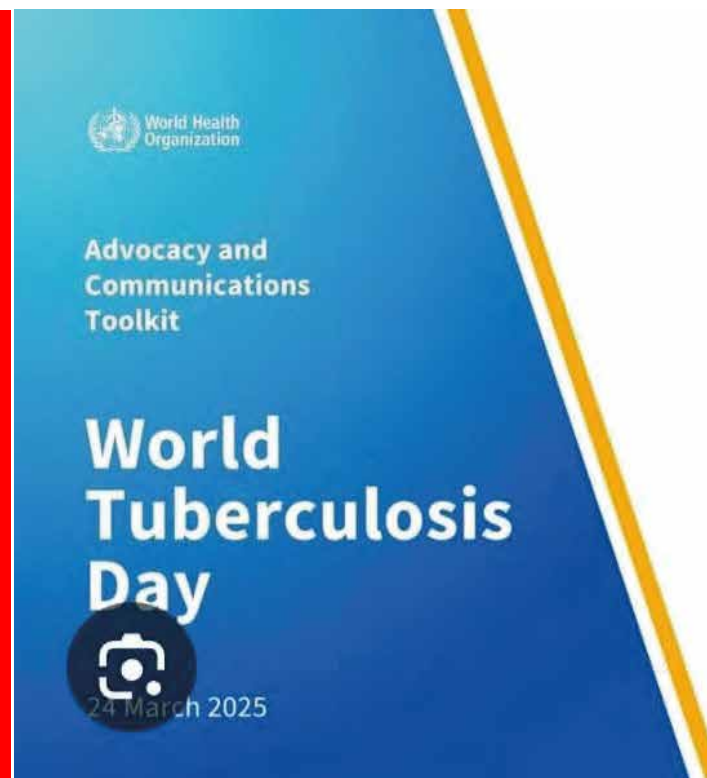
### World Tobacco Day

World TB Day is observed every year on March 24 to raise public awareness about tuberculosis (TB), a deadly infectious disease that still causes millions of deaths worldwide each year. Delta did not turn a blind eye as it also promoted the day and raised awareness of the day.

### DHO Wellness Activities

In a bid to continuously promote wellness and well-being amongst our employees, Delta continued to offer weekly aerobics, Zumba and bi-monthly marathons.

World TB Day  
commemorated  
24 March  
annually



**YES! WE CAN**  
**#ENDTB**  
**Commit, Invest, Deliver!**



# Delta Corporation Funds Cancer Education & Screening in Masvingo Province Prisons

Delta Corporation has continued to extend its impact on community health by providing USD10,000 to support a cancer awareness and screening programme across Masvingo Province prisons. The initiative, delivered in partnership with the Cancer Association of Zimbabwe (CAZ), focused on breast, cervical, and prostate cancer education and screening for incarcerated individuals.

Cancer remains one of the leading causes of illness and death globally, with delayed diagnoses contributing significantly to poor health outcomes. Incarcerated individuals often face serious barriers to timely and equitable healthcare, including access to preventive services like cancer screening. This partnership sought to bridge that gap.

The programme reached inmates at the following facilities: Masvingo Remand, Mutimurefu, Gutu, Bikita, Zaka, Chiredzi, Chikombedzi, Mwenezi, and Chivi prisons/satellites. The campaign started with education sessions, raising awareness on cancer prevention and early detection. Participants were taught key indicators and prevention strategies, focusing on breast examination and early signs of concern.

A total of 282 women and men underwent cancer screening during the programme.

“This project has enabled us to step toward empowering communities to fight against cancer, a major public health concern,” said Patricia Murambinda, General Manager – Corporate Affairs at Delta Corporation. “Through this partnership, we are helping improve the quality of life for cancer patients, their families, and communities through sustainable and evidence-based interventions,” she said.

Delta’s generous support of this initiative reflects its commitment to community well-being, public health education, and inclusive healthcare access—even in underrepresented populations.



# International Women's Day Commemoration 2025

The International Women's Day commemoration was held on 14 March 2025, for Delta Head Office. The theme for this year, "Accelerate Action," resonated strongly with participants, providing a platform for discussions, initiatives, and celebrations.





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#### DHO Wellness Activities

In a bid to continuously promote wellness and well-being among our employees, we have continued to offer weekly aerobics, Zumba and bi-monthly marathons.

#### Zumba & Aerobics



Pictures showing some of the Delta Head Office participants at the St Giles marathon.

#### Marathons



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