

December 2025

 Delta Corporation
LIMITED

DELTA WORLD

Magazine

Beyond Enactus Competition

A Commitment to Sustainable Development

Delta Corporation Honoured by
ZIMRA

2025 Beyond Enactus: A
commitment to Sustainability

Delta Corporation Commissions
New Classroom Blocks at Sanya
Primary School

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DECEMBER 2025

About Delta World Magazine

To contribute to Delta World

Contributions to Delta World are welcome. We encourage all employees and business units to share stories, achievements, innovations, and moments that reflect the spirit and progress of our organisation. To help us curate a consistent and engaging publication, kindly take note of the following contribution guidelines:

1. Types of Content We Welcome

- Operational highlights and noteworthy achievements
- People stories – promotions, retirements, long service, personal milestones
- Community impact and sustainability initiatives
- Safety and quality stories
- Innovation and continuous improvement initiatives
- Sales, marketing and brand activations
- Wellbeing, wellness, and workplace culture features
- Photo galleries from events or site activities

2. Submission Requirements

- A clear, concise write-up (200–300 words recommended)
- High-resolution photos (minimum 1MB, landscape preferred)
- Accurate names, titles, and locations of individuals featured
- Approval from the relevant line manager before submission
- Contact person for any clarifications

3. Tone and Style

- Professional, factual, and consistent with Delta's values
- Celebrate achievements without exaggeration
- No confidential, sensitive, or regulatory-restricted information
- Ensure accuracy of all facts, dates, and figures

4. Deadlines

- Contributions for each edition should be submitted by the 25th of every, to allow enough time for review and layout.
- Late submissions may be included in the next edition.

5. Submission Channels

- Email contributions to: info@delta.co.zw
- Copy: Corporate Affairs & Communications Team
- Short WhatsApp alerts may be shared with the Corporate Affairs Officer, but full submissions must come via email.

6. Editorial Rights

Please note that the Corporate Affairs & Communications team may:

- Edit content for clarity, grammar, and length
- Reorganise layout to suit design requirements
- Combine similar stories for coherence
- Hold back items for future editions where appropriate

7. Acknowledgement

Contributors will be recognised in each edition to encourage participation and celebrate internal storytelling.

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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 in June 2026. Deadline for contributions is 30 April 2026.

Please email your article and pictures to the editor, Patricia Murambinda, 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 Delta Corporation Head Office.

Editor's Note

Hi Everyone!

As we close the year and present this Christmas edition of Delta World, I am reminded of something fundamental about who we are as an organisation: Delta is a community before it is a company.

Behind every bottle, every shift, every delivery, every customer engagement, there is a person - a colleague, a family, a story. And it is these stories that bind us together, especially at this time of the year.

While our CEO has reflected on the strong business performance we have achieved over the past nine months, my note to you comes from another angle: the spirit that powered those results.

It is the small acts that often go unspoken - the early mornings, the safe hands, the creative ideas, the extra mile walked to help a teammate, the commitment to do things the right way. These are the threads that have quietly woven the fabric of our success.

This edition of Delta World celebrates those threads.

You will find stories of service, innovation, safety, community engagement, and the culture that makes Delta not just a workplace, but a home for many. You will also see the joy, humour, learning, and human connection that carried us through 2025.

As we enter the festive season, I invite you to reflect on your own story within the Delta journey.

- What moments made you proud?
- What did you learn?
- Who lifted you up?
- And how can we carry that spirit into a new year with renewed energy?

Christmas reminds us of gratitude, generosity, and togetherness. It gives us a chance to rest, reset, and return with clarity for the journey ahead.

On behalf of the Corporate Affairs and Communications team, thank you for opening your world to us throughout the year — through your stories, your achievements, and your commitment to building the Delta culture. We look forward to continuing to tell those stories in 2026.

Wishing you and your families a peaceful Christmas and a gentle, restorative holiday season.

Patricia Kudzai Murambinda

Delta Corporation Limited,
General Manager - Corporate Affairs

CEO's Message

Dear Delta Colleagues,

As we close the first nine months of the financial year, I would like to take this opportunity to acknowledge the exceptional commitment demonstrated across the Delta system. This period has been characterised by disciplined execution, coordinated teamwork, and a clear focus on delivering value to all our stakeholders.

Our performance has been strong.

We recorded solid growth in sales volumes across the business, reinforcing the strength of our portfolio and the confidence our consumers continue to place in our brands. Several business units have also achieved encouraging profitability, reflecting improved operational efficiency, prudent resource management, and the continued optimisation of our route-to-market strategies.

These achievements are especially important in an operating environment that remains complex and highly regulated. I am encouraged by how our teams have upheld the Delta standards — maintaining compliance, responsible conduct, product quality, and safety while serving our customers and communities with distinction. This is at the heart of our reputation as Zimbabwe's leading beverages manufacturer.

As we head into the festive season, let us remember that our role extends beyond commercial delivery.

We are custodians of brands that shape everyday moments in homes, gatherings, and celebrations. We therefore carry the responsibility to promote smart drinking, uphold ethical conduct, engage constructively with regulators, and support the communities that support us.

Looking ahead to the final quarter, our priorities remain clear:

- Strengthening volume and market share recovery
- Driving profitability across all business units
- Advancing our sustainability and ESG commitments
- Enhancing operational excellence across the value chain
- Deepening stakeholder trust through transparent and responsible engagement

Your contribution to these outcomes has been invaluable. I am grateful for the professionalism, integrity, and resilience that each of you continues to demonstrate.

On behalf of the Executive Committee and the Board, I wish you and your families a restful and safe Christmas, and a prosperous New Year. Let us return refreshed, focused, and determined to carry this momentum into 2026.

Matts Valela,

Matts Valela

Delta Corporation Limited,
Chief Executive Officer

Delta Corporation Honoured by ZIMRA for Excellence in Compliance and National Contribution

Delta Corporation is celebrating a remarkable moment of pride after being recognised by the Zimbabwe Revenue Authority (ZIMRA) for its consistent commitment to compliance, integrity, and operational excellence. The company received three prestigious awards, underscoring its leading role in advancing best practices in taxation and trade facilitation.

Delta Corporation was honoured with the following accolades:

1. Best Excise Duty Contributor – Beer Award
2. National Impact Authorised Economic Operators (AEOs) Importer Award
3. Trade Facilitation Greater Harare – Importers Award

These awards were proudly accepted on behalf of the company by CEO Mr. Mathlogonolo Valela, whose leadership continues to drive a culture of responsibility and excellence across the organisation.

This recognition reinforces Delta Corporation's longstanding belief that tax compliance is a cornerstone of national development. By faithfully meeting its obligations, Delta plays a crucial part in supporting the Government's ability to deliver essential social services that benefit communities across Zimbabwe.

Delta continues to invest in modern, efficient systems that elevate national standards. The company has been instrumental in championing the Authorised Economic Operator (AEO) programme, a key initiative that enables faster and more secure clearance of goods at the border.

In addition, Delta is advancing the automated API file-upload integration under the TaRMS platform, contributing to the broader fiscal system modernisation agenda. This work strengthens efficiency, transparency, and ease of doing business for all stakeholders.

These awards are not just trophies, they represent the dedication of Delta employees across the organisation. They reflect an unwavering commitment to transparency, excellence, and the collective vision of contributing meaningfully to Zimbabwe's economic progress.

Delta Corporation extends its gratitude to ZIMRA for this honour and reaffirms its commitment to upholding the highest standards of compliance, innovation, and responsible corporate citizenship.



Delta Corporation Limited Excels at the 2025 Top Companies Survey Awards.

Delta Corporation Limited proudly received two prestigious awards at the 2025 Top Companies Survey Awards, organised by Old Mutual and The Financial Gazette: the Top Company Award and the Disclosure & Investor Relations Award.

These accolades underscore our commitment to strong governance and transparent communication, reinforcing our vision to be a respected leader in the region. This achievement is a testament to the hard work and collaboration of every member of the Delta family—from production teams to our leadership.

Congratulations to our entire team and partners for making these successes possible. We remain dedicated to creating long-term value for our consumers, investors, and communities as we continue our journey of excellence.



Delta Corporation Commissions New Classroom Blocks at Sanya Primary School

On December 1, 2025, Delta Corporation proudly commissioned two new classroom blocks and modern ablution facilities at Sanya Primary School. The event, attended by esteemed guests including the Honourable Minister of State for Mashonaland Central Province, Christopher Magomo, as well as local education officials, community leaders, and Delta representatives, celebrated the impact of collaboration in the field of education.

Mr. Tichafa Rinomhota, Operations Director at Delta Corporation, emphasised the company's commitment to community development and the transformative power of education. With a substantial investment of USD 60,000, the project aims to provide a safe and conducive learning environment for the children of Sanya. Reflecting on

the importance of these facilities, Mr. Rinomhota stated, "These classrooms represent hope and a brighter future for the learners, empowering them to dream boldly."

The new infrastructure features two four-classroom blocks, ten ablution facilities, and enhanced learning materials, all designed to uplift and support students' educational journeys. As local leaders praised the initiative, the overarching message was clear: when businesses invest in education, they contribute to building resilient communities and a brighter future for all.

As Delta Corporation continues to champion educational development, the commissioning of these new facilities stands as a testament to the company's dedication to nurturing the potential of future generations.







We are Delta Corporation - Brighter Together



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Inspiring Smart Change: How University Innovators Are Shaping a Sober, Healthier Zimbabwe

In a country where youthful energy often meets growing social pressures, a fresh wave of innovation is rising from university corridors. The Delta-BOOST Smart Drinking and Moderation Innovation Challenge has become more than a competition — it's a movement transforming how young Zimbabweans view alcohol, wellness, and community responsibility.

Launched by Delta Corporation Limited in partnership with The BOOST Fellowship, the programme is empowering students from 11 universities to create practical, market-ready solutions to combat alcohol and substance abuse. Each project targets a pressing social issue — from underage and binge drinking to drinking during pregnancy and alcohol-related violence.

At the National University of Science and Technology, a team of innovators is tackling alcohol use during pregnancy through Project Free — a wearable biosensor that detects alcohol in sweat and alerts mothers and health professionals in real time. The project blends compassion and technology, aiming to protect unborn lives through early intervention.

Meanwhile, students from the Midlands State University are reaching younger audiences through storytelling. Their initiative, Project Dash, uses children's books and interactive games to teach the dangers of alcohol in a fun and educational way. It's a reminder that prevention begins long before adulthood.

At the University of Zimbabwe, the Chill Without a Spill team is combining digital tools and grassroots campaigns to

reduce illicit and binge drinking, focusing on community empowerment and sustainable behavioural change.

Some innovations are redefining technology's role in road safety. The Women's University in Africa introduced the Alcolock System, a smart ignition breathalyser that prevents drunk driving — a bold step toward safer roads. Similarly, Zimbabwe Ezekiel Guti University is developing a non-contact breathalyser that detects alcohol from a distance, ensuring hygiene and efficiency.

Creativity continues to flow across campuses. The Catholic University in Zimbabwe's NdiMature chatbot reaches young people on WhatsApp, offering education and counselling on underage drinking, while the Chinhoyi University of Technology's Sober Flex Movement is turning sobriety into a lifestyle brand through trendy merchandise and peer-led advocacy.

Through these visits, mentors from Delta and BOOST have provided critical guidance, helping teams refine their business models, strengthen partnerships, and prepare prototypes for the 2025 showcase.

For Delta Corporation, the initiative aligns with its deep commitment to responsible consumption. For students, it's a platform to innovate, lead, and serve their communities.

The collaboration between academia and industry is proving that change doesn't always start in boardrooms — sometimes, it begins in lecture halls, where the next generation decides that a sober future is a stronger one.





Minister of Industry and Commerce Visits Delta Lagers Plant

Delta Beverages had the privilege of hosting the Honourable Minister of Industry and Commerce, Mangaliso N. Ndlovu, at the Delta Lagers Manufacturing Plant in Southerton. The visit provided an important platform to share insights on Delta's operations, discuss the evolving manufacturing landscape, and reaffirm the company's commitment to responsible production, competitiveness, and continued investment in Zimbabwe's beverages sector.

Delta appreciates the Minister's engagement on issues affecting industry and the constructive dialogue around opportunities for growth, value chain development, and policy alignment. As a proudly Zimbabwean company, Delta remains dedicated to strengthening partnerships that support industrial resilience, enhance local manufacturing capabilities, and contribute to national economic development. Thank you, Honourable Minister, for taking the time to visit and for the productive discussions that continue to shape the future of local industry.



Delta Participates in CZI Afreximbank Business Engagement

Delta Beverages participated in the CZI–Afreximbank business engagement — a timely and strategic conversation focused on financing, industrial development, and strengthening Africa’s manufacturing value chains. The discussions underscored the critical role of regional financial institutions in supporting private sector growth, enhancing export competitiveness, and advancing the reindustrialisation agenda across the continent.

For business, such platforms offer valuable insights into emerging opportunities, evolving financing instruments, and collaborative pathways to boost productivity and long-term investment. What stood out was the shared commitment to building resilient African industries that can compete globally while creating sustainable value at home. Delta appreciates the efforts of CZI and Afreximbank in convening a meaningful dialogue that fosters collaboration, innovation, and shared growth across the region.



Delta Recognised at the 2025 Capital Markets ESG Awards



Delta Corporation is proud to share that it has been recognised as 1st Runner Up in the Capital Markets ESG Awards for 2025. This recognition affirms Delta's ongoing commitment to responsible business practices, transparency, and long-term value creation.

The company's ESG journey continues to evolve — from strengthening environmental stewardship, to advancing social impact programmes, to upholding the highest standards of governance across all operations. While there is still more work to be done, this award reflects the dedication of Delta's teams, the partnerships being built, and the belief that sustainability is not an adjunct to strategy — it is the strategy. Congratulations to everyone involved, and thank you to the organisers for acknowledging the efforts across Zimbabwe's corporate sector to embed ESG principles at the heart of business.



A Historic Milestone Delta Breaks Ground for New Brewhouse in Bulawayo

A historic day for Delta Corporation and the City of Bulawayo. Today, Delta Corporation broke ground for a new state-of-the-art brewhouse at the Lagers Plant in Belmont — a landmark USD 35 million investment that also includes a modern packaging line. The last brewhouse on this site was commissioned 42 years ago, in January 1983, by the then Mayor of Bulawayo, the late Senator Naison K. Ndlovu. It was therefore deeply symbolic that the Deputy Mayor of Bulawayo joined today's ceremony, reaffirming the enduring partnership between Delta and the City of Kings and Queens.

This investment underscores Delta's commitment to reindustrialising Bulawayo, preserving its proud manufacturing heritage, and contributing to national economic renewal. It also marks a new chapter in sustainable brewing — leveraging advanced technology to enhance efficiency, product quality, and environmental performance. Delta celebrates this milestone with gratitude to its Board, led by Chairman Mr. Todd Moyo, the Executive team, employees, and all partners who continue to make the company's growth story a true Zimbabwean success.



Delta Beverages Reaffirms Commitment to Local Value Creation with Buy Zimbabwe Membership

Delta Beverages has reaffirmed its commitment to championing local industry and sustainable value chains by officially joining the Buy Zimbabwe campaign. The company received its Buy Zimbabwe membership certificate from CEO Munyaradzi Hwengere, marking a significant milestone in its ongoing journey to support local production and procurement. Speaking at the handover, Delta Beverages representatives emphasized that the recognition goes beyond a certificate — it represents a shared vision to build, buy, and believe in Zimbabwe. “From grain to glass, from soil to shelf, from seed to sip — our story is proudly Zimbabwean.

Every product we make and every partnership we build reflects our deep commitment to local value creation,” said the Delta team. Through its operations, Delta Beverages continues to drive sustainable growth by sourcing locally, empowering communities, and investing in Zimbabwean talent and enterprises.



Beyond Enactus Competition: A Commitment to Sustainable Development

The recently concluded Enactus World Cup 2025 in Bangkok, Thailand, was not just a stage for entrepreneurial brilliance. It was a living reminder that success is not defined by trophies alone, but by the lives touched and the communities transformed.

Zimbabweans had every reason to celebrate as Team Zimbabwe proudly carried the nation's flag high, supported by Delta Corporation Limited. Their remarkable performance brought home:

- Winners of the Early-Stage Competition
- First Runner-Up in the Main Competition

These victories were more than medals; they were proof that African youth can confidently take their place among the world's most innovative thinkers and doers.

Competitions end, but impact endures. For Team Zimbabwe and its partners, the real work lies in what comes next: sustaining the projects that sparked change, scaling ideas to touch more communities in Zimbabwe and beyond, and growing leaders who embody integrity, inclusivity, and sustainable progress.

For Delta Corporation, supporting Enactus goes beyond sponsorship. It is a commitment — an investment in the next generation of responsible leaders. Delta continues to support youth-led solutions to social and environmental challenges, aligns its efforts with the UN Sustainable Development Goals, and creates spaces where bold ideas meet real opportunities.

The journey doesn't end when the lights go out on competition day. What remains are lessons, friendships, and a renewed belief that entrepreneurship can be a force for good. Together with the Enactus community, Delta reaffirms its dedication to building a more sustainable, inclusive, and prosperous future.

Beyond Enactus is beyond competition — it is a lifelong commitment to sustainable development.



2025 Enactus Zimbabwe National Competition Pledge 18 Activations

The 2025 Enactus Zimbabwe National Competition was held on the 1st of August 2025 at Golden Conifer in Harare. Organised by Boost Fellowship and Enactus Zimbabwe, the event brought together university students from across the country to showcase innovative projects aimed at tackling real-world challenges through entrepreneurship.

Zimpact, in partnership with Delta Corporation, continued its tradition of exhibiting at the competition. As a long-standing stakeholder in alcohol harm reduction, Zimpact used the platform to promote horizontal learning around underage drinking and to support alcohol-related research initiatives conducted by university students. Engaging with young innovators in this space remains a vital part of shaping practical and impactful solutions to societal challenges.

This year, Zimpact was also honoured to serve as part of the judging panel, represented by Chairperson Mr. Ephraim

Katongo and Mr. Macdonald Ndovi. Their participation allowed for deeper engagement with student-led ideas, providing insights into how academic research and creative thinking can contribute to reducing underage drinking and creating safer environments for children and youth.

The competition featured teams from a wide range of institutions, including the University of Zimbabwe, Midlands State University, National University of Science and Technology, Zimbabwe Ezekiel Guti University, Lupane State University, Harare Institute of Technology, Chinhoyi University of Technology, Solusi University, Bindura University of Science Education, Catholic University of Zimbabwe, and Women's University in Africa. The diversity and creativity displayed by these teams reflected the commitment of young people to addressing pressing social issues through innovation.

University students took turns visiting the Pledge 18 booth to interact, learn, and share knowledge with campaign volunteers on issues surrounding alcohol and underage drinking. Many students also took the pledge to join forces in fighting underage drinking and drunk driving through research, innovation, and advocacy. It was a powerful display of youth commitment to being part of the solution.

One standout initiative was the DASH project—Drinking Awareness, Safety and Health—developed by the Midlands State University (MSU) team. This innovative approach uses a mobile game and a children's storybook titled *The Adventures of Sam: Choose Wisely* to teach children aged 8 to 10 about the dangers of alcohol through digital storytelling. Zimpact recognised the project as a valuable educational tool and an opportunity for future collaboration in school activations. To honour MSU for their alignment with Pledge



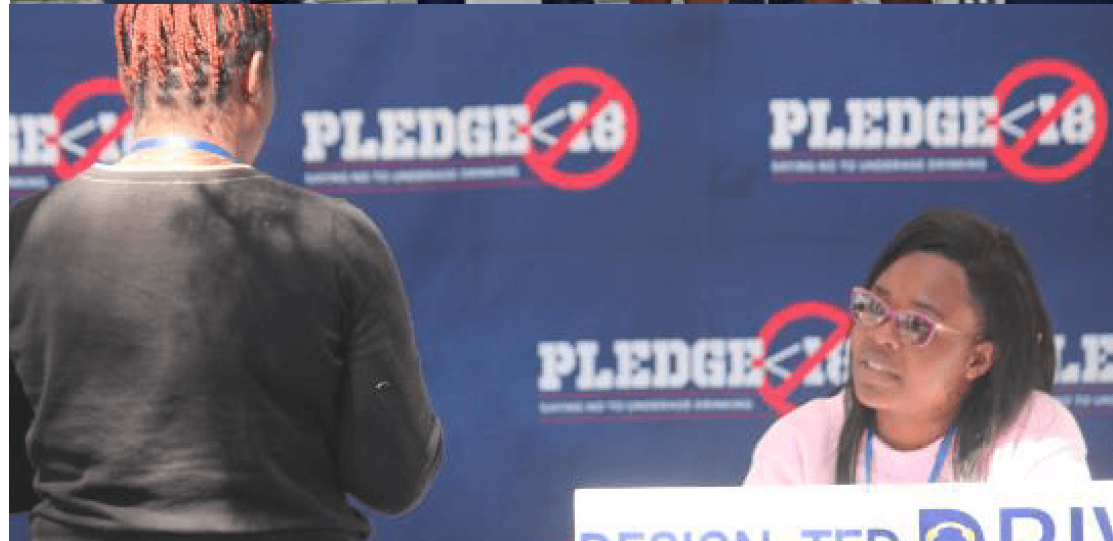
18 values, the team was presented with branded Pledge 18 caps as a token of appreciation. Hazel Mukwedeya and her colleague, who are part of the MSU Enactus project leadership, will serve as contact persons for future engagements and collaborative opportunities. Among all the universities that took the Pledge, the Catholic University of Zimbabwe stood out by making a firm commitment to support the Designated Driver initiative, aimed at promoting responsible drinking and reducing drunk driving incidents. Their pledge adds strength to a growing student-led movement focused on harm reduction and peer-based intervention models.

In addition to university engagement, several stakeholders also visited

“...there is strong potential for deeper collaboration between Zimpact, students, universities, and stakeholders in addressing key alcohol-related issues...”

the Pledge 18 booth to learn more about the Designated Driver initiative and the campaign's broader approach to responsible drinking and alcohol awareness. These interactions reflected growing interest in multi-sectoral collaboration to address alcohol-related challenges in Zimbabwe.

From conversations held throughout the day, it became clear that there is strong potential for deeper collaboration between Zimpact, students, universities, and stakeholders in addressing key alcohol-related issues such as underage drinking, drunk driving, substance abuse, and alcohol-related complications during pregnancy. These engagements mark a positive step forward in building a more informed and resilient generation



Pledge 18 Alcohol Awareness during the National Schools Softball Championship

The Pledge 18 Alcohol Awareness Campaign was successfully activated during the 2025 National Schools Softball Championship, held from 17 to 18 July at Roosevelt Girls High School. Organised by NASH in collaboration with the Zimbabwe Softball Association, the event provided a powerful platform to raise awareness about the dangers of alcohol abuse, promote healthy lifestyles, and advocate for responsible behavior—particularly among teenage girls, who are especially vulnerable to the pressures of underage drinking.

The campaign was driven by a set of clear objectives.

First, it aimed to increase awareness about the risks of underage drinking by educating attendees, with a special focus on the vulnerabilities faced by adolescent girls. Additionally, the initiative encouraged youth, especially those aged 18 and under, to sign a pledge committing to an alcohol-free lifestyle until they reach the legal drinking age. To support this, Pledge 18 distributed a variety of educational and branded materials—brochures, flyers, caps, rulers, notebooks, and more—designed to reinforce the campaign message and serve as lasting reminders.



Youth engagement was central to the campaign's success. Interactive elements such as the Pledge 18 selfie competition were introduced to spark conversations, foster peer-to-peer learning, and promote positive choices through fun and creativity. These initiatives not only drew in large numbers of students but also extended the campaign's reach through social media platforms.

The championship brought together 40 girls' teams from across Zimbabwe, with players aged between 16 and 20 competing for national honors. Teams included Roosevelt Girls, Chinhoyi Technical School, Tafara 1, Zimuto, Gwanda, Dangamvura, Sakubva, Mambo, Mkoba, Hatfield, Minda, Cowdry Park, S.O.S, Nyava, Emakhandeni, Rufaro, Nemakonde, St. Patrices, Mandwendwe, Mt. Seinda, Girls High, Jameson Matinunura, among others. The two-day event saw group stage games on the first day, followed by quarter-finals, semi-finals, and the championship final on the second.

Throughout the event, students, coaches, and teachers visited the Pledge 18 booth to engage in meaningful discussions around alcohol prevention. These visits were an opportunity to deepen understanding and build a sense of community around shared values. The campaign also used the event to network and collaborate with school leaders, community stakeholders, and other relevant organisations, strengthening partnerships for future alcohol awareness efforts.

With support from Delta Corporation Limited, Pledge 18 recognised top-performing teams and individuals with branded medals, caps, pens, and water bottles. These awards not only celebrated athletic achievement but also reinforced the campaign's message. In a fun twist, a "Best Pledge 18 Selfie" competition ran alongside the games, encouraging players to upload their photos while tagging Zimpact. The winner, 15-year-old Tinotenda Mupambi from Roosevelt Girls High, stood out for her creativity and influence, sharing her post with over 2,400 Instagram followers and helping to amplify the campaign's reach.

Teams took turns having team photos under the Pledge 18 banner as part of the commitment to avoid underage drinking. Efforts were also made to honor the heads in charge of Softball Harare and National as a way of building everlasting partnerships in promoting Pledge 18 within the softball fraternity.

Pledge 18 also took a moment to honor the event organisers for their role in safeguarding

the girl child through sport. Mrs. Ncube, Harare's Head in Charge of Softball and host representative from Roosevelt, along with the National Head in Charge of Softball, were both presented with branded coffee mugs, t-shirts, pens, notebooks, and caps. These gestures symbolised appreciation for their commitment to using sport as a tool to steer young girls away from harmful behaviors and toward brighter futures.

With a mix of fun, education, and competitive spirit, the campaign at the Schools Softball National Championship proved to be a meaningful activation—advancing its mission of empowering youth to make informed, healthy, and responsible life choices.



Pledge 18 Takes Centre Stage at Shining Smiles Drug & Substance Abuse Awareness March

The Pledge 18 Alcohol Awareness Campaign was successfully activated during the 2025 National Schools Softball Championship, held from 17 to 18 July at Roosevelt Girls High School. Organised by NASH in collaboration with the Zimbabwe Softball Association, the event provided a powerful platform to raise awareness about the dangers of alcohol abuse, promote healthy lifestyles, and advocate for responsible behavior—particularly among teenage girls, who are especially vulnerable to the pressures of underage drinking. The campaign was driven by a set of clear objectives.

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Shining Smiles Drugs Abuse Awareness Pledge 18 Activation

Delta Corporation, in collaboration with Zimpact, participated in the alcohol, drugs, and substance abuse awareness march organised by The Shining Smiles College in Hatfield. The event started with a march from Hatfield Kilwinning shops to Shining Smiles College, where people gathered for speeches and exhibitions.

The event was participated in by several stakeholders that include students from Hatfield Girls High School, Shinning School Students from their different campuses, Catholic University of Zimbabwe, Mandipa Hope, Equip Zimbabwe, and many other organisations.

The march runs with a clear message: My Future, My Choice, Say No to Alcohol, Drugs, and Substance Abuse. Zimpact, also fused in with the message, “No To Underage Drinking” Pledge 18. They displayed their Pledge 18 Placards with different messages about the effects of underage drinking and ways to safely party.

The march was led by the City of Harare Band, which attracted a huge audience from the Hatfield community and motorists. It was such an exciting march as Coach Zepe from the City Council Band demonstrated his dancing skills as he conducted the band.

The Event was covered by different media houses that included ZBC. We are glad that our Pledge 18 message was amplified widely and far through the ZBC news broadcasting.

We also honoured the school by leaving a legacy of Pledge 18 materials that include rulers, caps, and pens for future remembrance and a reminder of the Pledge done.

A small group of Shining Smiles College pupils paraded for a pledge to No To Underage Drinking before the march.

The placards sent a very strong message about the effects of underage drinking as well as some ways to stay safe partying.

Another group of learners and the City of Harare Band paraded for a photo as a sign of pledging against underage drinking.

Teenagers and children learn from what they read and hear, however, the more we suffocate them with more knowledge about the effects of alcohol at an early age is the beginning of making the right decisions even when they grow to become adults.

We encouraged teenagers to stay away from alcohol before the right age. To fulfil their pledge. It was a good moment as we took a moment to sign a pledge with the principal of Shining Smiles College, Mr. Chamisa.

We also donated Pledge 18 rulers and pens to the school as a reminder and remembrance of the Pledge 18 pact made on the day.

The battle against underage drinking takes the hands and hard work of the teachers as well. We are happy with the support and eagerness of the teachers to end underage drinking, drugs, and substance abuse.

The placards and branded rulers have a strong effect on the psychological mindset of the kids. Some kids love to read, and such written evidence gives an everlasting memory in their minds.



Zimpact Champions Pledge 18 at the 2025 Barwick Great Dyke Cycle Tour

Zimpact, in proud partnership with Delta Corporation, brought incredible energy to the 2025 Barwick Great Dyke Cycling Tour and Family Day held on 8 November 2025 at Barwick School in Mutorashanga, Mashonaland Central. The fun filled event attracted cyclists, parents, corporate partners, community members, and the media, all united by a passion for youth development and healthy lifestyles.

As a key partner, Zimpact activated an exciting awareness programme focused on Pledge 18 and the Designated Driver initiative, reinforcing the importance of keeping children safe from early drinking influences. Cycling, one of the most engaging and discipline-building sports for young people, offered the perfect platform to spread this message.

Ahead of the event, Zimpact hosted a pre-event media briefing that drew coverage from major media houses including 3KTV, The Herald, Kwayedza, Pahasha, and

EarGround. The briefing received prime exposure through a feature on the 3KTV news bulletin, extending the reach of the Pledge 18 campaign even further.

The tour featured a wide range of competitive and fun categories for all ages:

- Endurance Race – 22km (Adults)
- Adults Race – 15km (Gents, Ladies, Corporates, High School Seniors)
- Junior Race – 10km (Grades 4–7)
- Fun Race – 5km (ECD to Grade 3)

Zimpact proudly awarded participants with Pledge 18 medals and caps, celebrating their achievements while reinforcing the commitment to alcohol-free lifestyles for minors. A special pledge was also made with Barwick School leadership to continue safeguarding children through close monitoring and firm policy enforcement aligned with Pledge 18 principles.



Zimpact Champions Pledge 18 at the 2025 Barwick Great Dyke Cycle Tour

A lively visit from Oscar Pambuka and the EarGround TV crew added excitement at the Zimpact booth. Their interviews helped amplify the campaign's reach, particularly among teenagers.

Zimpact also applauded cycling teams and parents who encouraged young participants to take the Pledge 18 commitment seriously. With strong evidence showing the dangers of early drinking, parental involvement remains a powerful force in shaping responsible behaviour.

Engagement with local leadership was a highlight, particularly a productive discussion with the Chief of Mutorashanga, emphasising the essential role traditional leaders play in combating underage drinking within their communities.

Zimpact further acknowledged Barwick School, represented by Mr. Makumbe (Parent Body) and Headmaster Mr. Goto, for fostering a safe, supportive environment that promotes healthy activities for children.

Branded placards and rulers handed out during the event proved to be powerful communication tools. With bold visuals and simple messages, they left an impression on young minds, reinforcing the importance of making responsible choices.

The event also highlighted the need for designated cyclists, as alcohol consumption by cyclists poses risks on the road. In addition, Zimpact reiterated the importance of designated drivers, especially during travel, where alcohol is often present. Responsible drinking remains an essential message for all adults.





Grand Colour Run Blends Fun with Awareness

The Grand Color Run, held on the 16th of August at the Borrowdale Race Course, brought together colour, energy, and purpose in one unforgettable day. Organised by Extreme Entertainment, the event served as an engaging platform for the Pledge 18 Campaign, which focuses on educating youths and parents about the dangers of underage drinking.

The day was packed with action—from the 5km run and walk to an energetic Zumba dance session, the crowd, especially teenagers and children, showed incredible enthusiasm and spirit. Their excitement reminded organisers just how much positive energy young people carry—and how important it is to channel that energy into healthy, constructive activities. Left unchecked, that same energy can be misdirected toward early alcohol use and substance abuse.

At the heart of the event was the Pledge 18 activation, where campaign teams shared key messages around underage drinking, safe partying, and the critical role of parents and guardians in guiding young people. A strong turnout made it possible to engage directly with the campaign's target groups. Water and soft drinks were offered as refreshing alternatives to alcohol, creating easy and meaningful moments to start conversations.

The campaign's core message, "Age Up Before You Drink Up," was well received. Many teens admitted they had limited or misleading information about alcohol, and left with new perspectives and a deeper understanding.

To help reinforce the message, Pledge 18 rulers and pens were handed out to children as take-home keepsakes. Branded caps were also distributed during the Zumba dance, adding to the fun while keeping the pledge at the forefront of everyone's mind.

The event also highlighted the growing brand strength of Pledge 18. It has become so well known that most attendees and even event organisers refer to the campaign simply as "Pledge 18." This strong brand recall is a sign of the campaign's growing impact and recognition in the community.

To maximise visibility, the start and finish lines of the run were decorated with Pledge 18 banners, placed prominently alongside other corporate displays. This consistent branding helped maintain a strong presence throughout the event and reinforced the campaign's identity.

The event wrapped up as a powerful blend of fun, fitness, and education, leaving a lasting impact on all who attended.



Special thanks go to Delta Corporation for their support through corporate social responsibility, and to the Affairs Office, represented by Mr. Kissmore Murandu, for spending the day with the team and supporting the cause.



We are Delta Corporation - Brighter Together



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WORLD AIDS DAY 2025: DELTA FAMILY UNITES ACROSS SIX PROVINCES



The Delta family proudly joined the global community in commemorating World AIDS Day on 6 December 2025, hosting simultaneous events across six provinces: Harare, Mashonaland West, Bulawayo, Manicaland, Masvingo, and Midlands. This annual gathering has grown into an important platform where employees come together to raise awareness on HIV/AIDS while celebrating the progress achieved in combating the epidemic. **BABA NDINOUYA NEUPENYU HWANGU**

This year's theme, "Overcoming Disruptions, Transforming the AIDS Response," set the tone for insightful engagements led by distinguished Guest of Honour speakers from the Ministry of Health and the National AIDS Council of Zimbabwe.

In Manicaland, the Provincial Medical Director, Dr. Mukuzungu, urged participants to explore innovative approaches in sustaining the AIDS response, particularly in the face of dwindling aid and the rising burden of mental health challenges, including drug and substance abuse.

A broad range of service providers supported the commemorations, offering valuable on-site services. These included eye and dental check-ups, Cimas Wellness, MASCA, Nyaradzo Funeral Services, and Old Mutual, demonstrating Delta's commitment to integrating HIV/AIDS management within its broader wellness programmes.

Beyond awareness, the day also promoted holistic health through an exciting line-up of sporting activities. Employees enthusiastically participated in soccer, netball, volleyball, pool, and marathon races.

These activities not only fostered team spirit but also encouraged healthier lifestyles. Research continues to highlight the role of sports in improving physical fitness, supporting weight control, enhancing mental wellbeing, and reducing the risk of hypertension and diabetes.

The 2025 World AIDS Day commemorations reaffirmed Delta's dedication to wellness, community, and the ongoing fight against HIV/AIDS, ensuring that every year, together, we continue to transform the response for a healthier future.



WORLD AIDS DAY 2025:



Delta Promotes Employee Wellness Through Marathons

As part of Delta's ongoing commitment to employee wellness, the company continues to host bi-monthly marathons at both the Delta Head Office and Mandel.

These wellness activities are designed to inspire physical health, foster team spirit, and provide a refreshing break from the work routine. The marathons have become a popular initiative among staff, reinforcing the company's focus on holistic well-being in the workplace.

In line with Delta's wellness agenda, employees from Delta's Head Office actively participated in the Air Force Marathon and GoFit Marathon, held in July and August 2025, respectively.

These external events provided an exciting opportunity for staff to engage in fitness activities beyond the workplace while representing the Delta brand in the broader community. Participation in such marathons not only promotes physical well-being but also strengthens camaraderie and team morale.

Delta commends all participants for their enthusiasm and commitment to maintaining a healthy lifestyle. They also participated in the IPEC and CBZ Marathons.



Biennial Medical Examinations

From the 1st to the 5th of September 2025, National Breweries Plc successfully conducted

its biennial occupational health screening for all employees. The examinations were held both at the onsite medical centre and at the Occupational Health Institute in North Mead, ensuring accessibility and convenience for all staff.

The comprehensive health assessments included:

- X-rays
- General medical check-ups
- Other routine evaluations aligned with occupational health standards.

To ensure minimal disruption to operations, employees attended the screenings on a carefully coordinated roster, allowing production to continue seamlessly throughout the week. This proactive initiative highlights National Breweries Plc's strong commitment to employee wellness, regulatory compliance, and the promotion of a safe and healthy work environment.

By prioritizing routine health monitoring, Delta continues to foster a healthier, more engaged, and productive workforce.



National Breweries Plc Joins the 2025 ABSA Marathon

On the 6th of September 2025, a spirited team of employees from National Breweries Plc took to the vibrant streets of Lusaka to participate in the ABSA Marathon, one of Zambia's most celebrated sporting and charitable events.

Dressed in distinctive company-branded attire, the team proudly represented the organisation across various race categories, demonstrating resilience, enthusiasm, and team spirit. Their participation reflected National Breweries Plc's strong commitment to employee health, wellness, and unity beyond the workplace.

This exciting event was more than just a race—it was a celebration of active living, community engagement, and corporate pride. Through their dedication, the team not only promoted a culture of wellness internally but also showcased the company's support for national health and charitable initiatives.



World Day for Safety Commemorations



Promoting Employee Wellness: Engagement with Royal Hospital

On the 6th of August 2025, Royal Hospital partnered with National Breweries Plc, Lusaka, to host a free employee wellness screening initiative, aimed at promoting health awareness and early detection of medical conditions.

The medical outreach included:

1. HIV testing
2. Blood pressure (BP) checks
3. Blood sugar testing
4. Dental screening
5. Blood group determination

The event received a positive response, with many employees actively participating and taking advantage of the free health services. It reinforced the company's commitment to employee well-being and the importance of regular health check-ups as part of a holistic workplace wellness strategy.

Such initiatives play a vital role in fostering a healthy and productive workforce, and National Breweries Plc looks forward to more partnerships that support the health of its employees.



National Breweries Plc Commemorates World Day for Safety and Health at Work

The Sorghum Beer Business proudly hosted its 7th annual Internal Competitions for Emergency Teams on August 2, 2025, at the Mandel Training Centre. This year's edition marked a significant milestone as it became the first to feature both firefighting and first aid teams competing side by side.

The event brought together 11 firefighting teams and 8 first aid teams from across the business units, all eager to demonstrate their readiness and commitment to workplace safety. The competition aimed to assess each team's performance against emergency response standards, showcase their preparedness, and identify the top two teams to represent the business at the upcoming national competitions.

Firefighting contests featured squad, hydrant, and extinguisher drills, as well as a best commander category — testing both technical skill and leadership under pressure. Meanwhile, first aid

teams were evaluated by the Red Cross Society through a practical scenario designed to measure their response speed, accuracy, and coordination.

Chinhoyi Brewery emerged as the overall winner in the firefighting competition, followed by Kwekwe Brewery in second place. In the first aid category, Chitungwiza Brewery claimed first position, with Harare Brewery and Aspindale Maltings securing second and third places, respectively. Harare Brewery's commander also earned top honours in both the firefighting and first aid commander categories — a remarkable achievement that highlighted exceptional leadership and expertise.

The event once again underscored the Sorghum Beer Business's commitment to cultivating a culture of safety, teamwork, and continuous improvement — ensuring that employees are always prepared to respond effectively to emergencies.



7th Edition Firefighting and First Aid competitions

The Sorghum Beer Business held its 7th annual Internal Competitions for Emergency Teams on August 2, 2025, at the Mandel Training Centre. This year's event was the first to include both firefighting and first aid teams, with 11 firefighting teams and 8 first aid teams competing. The competition aimed to assess the teams' skills against emergency standards, showcase their preparedness, and select the top two teams for national competitions. The firefighting events included drills for squads, hydrants, and extinguishers, as well as a best

commander category. The first aid teams were evaluated on a specific scenario by the Red Cross Society. Chinhoyi Brewery took first place in the overall firefighting competition, followed by Kwekwe Brewery. In the first aid category, Chitungwiza Brewery finished first, with Harare Brewery and Aspindale Maltings in second and third place, respectively. Harare Brewery's commander received the top award for both the firefighting and first aid categories





Fairbridge Brewery Champions Workplace Safety with World Day for Safety Commemorations

In a spirited celebration of workplace safety and wellness, Fairbridge Brewery recently hosted its annual World Day for Safety and Health at Work commemorations, echoing the International

Labor Organization's (ILO) global theme: "Revolutionizing Health and Safety — The Role of AI and Digitalization at Work."

Held on May 16, the event brought together employees, management, and safety partners to reaffirm a shared commitment to building a culture of zero harm and continuous improvement in occupational health and safety.

The day's program was both educational and inspiring. Activities included a procession led by SHE Cadres and management, a live fire extinguisher demonstration, and a safety awareness presentation by representatives from the National Social Security Authority (NSSA). Participants also benefited from voluntary health checks conducted by Mars Ambulance Service, underscoring the brewery's holistic approach to employee wellbeing.

The celebrations culminated in an awards ceremony honoring outstanding contributors to workplace safety — from top near-miss reporters to teams whose vigilance and commitment earned the brewery national recognition through the 2024 NSSA Awards and IMS and Quality Management System certifications.

By embracing innovation and digital solutions in safety management, Fairbridge Brewery continues to set the standard for responsible operations and employee care within Delta Corporation and the broader manufacturing sector.





A Win For The Blue Bloods!

Congratulations to the Delta team on this well-deserved national recognition. You have made us all proud. Cheers to Us!

MAZ Marketing Awards Zimbabwe

Individual Awards

TOP MARKETING ORIENTED CEO	MATLHOGONOLO VALELA
TOP MARKETING EXECUTIVE	IRIMAYI MUZOREWA
2 ND PLACE TOP MARKETING MANAGER	CLAYBOUGH MAPFUMO
3 RD PLACE TOP MARKETING MANAGER	PATIENCE DINGANI
2 ND PLACE BEST BRAND MANAGER	TIFFANY FUNGA
2 ND PLACE UPCOMING MANAGER	EDNA NYAMANDE
1 ST PLACE BEST PUBLIC RELATIONS PRACTITIONER	KISSMORE MURANDU

MAZ Marketing Awards Zimbabwe

Delta Sparkling Beverages

BEST SOCIAL MEDIA AND DIGITAL MARKETING CAMPAIGN OF THE YEAR 2025	Share A Coke
BEST 360 DEGREES CAMPAIGN OF THE YEAR 2025	Share A Coke
2 ND PLACE - BEST OUTDOOR ADVERT OF THE YEAR 2025	Share A Coke
3 RD PLACE - BEST PRODUCT - BASED CUSTOMER EXPERIENCE OF THE YEAR 2025	Coca-Cola

MAZ Marketing Awards Zimbabwe

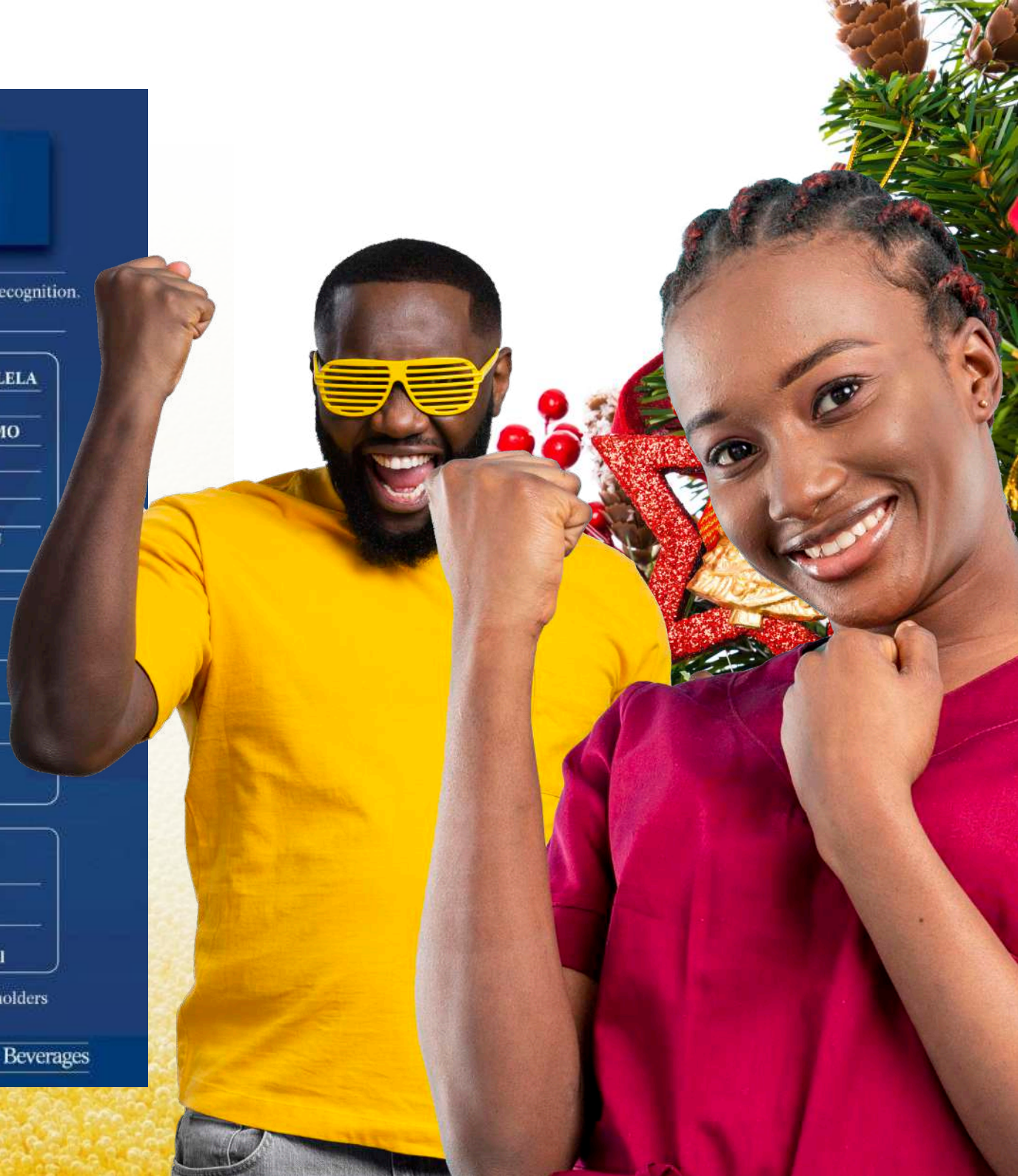
Delta Beverages - Chibuku

BEST VIDEO / TV ADVERT OF THE YEAR 2025	Chibuku Huruyadzo Pahushamwari
2 ND PLACE - BEST RADIO ADVERT OF THE YEAR 2025	Chibuku Scud Jingle
3 RD PLACE - BEST CORPORATE EVENT OF THE YEAR 2025	Chibuku Neshamwari Traditional Dance Festival

We also extend our heartfelt gratitude to all consumers, stakeholders and partners for their valuable support.

The future is in our brands

 Delta Beverages



Merry Christmas



We are Delta Corporation - Brighter Together



Delta Corporation
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Leaders in Motion: Delta's Executive Development Programme Inspires a New Era of Transformation

In a rapidly changing business environment, leadership agility has become more than a desirable trait — it's a necessity. Recognising this, Delta Corporation, through the Mandel Executive Development Programme (EDP), is empowering its senior managers and executives to lead with vision, courage, and innovation.

The eight-month blended learning experience is designed for senior leaders across Southern Africa who are driving transformation within their teams and business units. It offers a dynamic combination of classroom learning, executive coaching, experiential projects, and peer reflection — all tailored to strengthen leadership capability and strategic impact.

Each month, participants immerse themselves in five days of interactive learning under carefully structured modules such as Leading Self, Strategy and Execution, Innovation & Digital Leadership, and Leading Transformation. The approach integrates world-class insights from leading business schools including GIBS, UCT GSB, and Winfield Business School, while remaining grounded in Delta's unique business culture and African market realities.

A distinctive feature of the programme is its Applied Business Project, where participants design and implement real-world strategic initiatives within their business units. These projects not only demonstrate learning in action but also contribute directly to the company's growth and sustainability goals.

Beyond business strategy, the programme focuses on personal mastery — developing authentic, emotionally intelligent leaders who can inspire others, build high-performing teams, and drive innovation with empathy and accountability.

Participants are also exposed to benchmarking visits, cross-functional collaboration, and personalised executive coaching that aligns with individual growth goals. The experience culminates in a Capstone Presentation, where leaders present their insights and impact to a panel of senior executives.

Graduates emerge with the Mandel Executive Development Programme Certificate — a mark of leadership excellence endorsed by Delta Corporation — and the potential to articulate their learning towards advanced programmes such as an MBA or Advanced Management Programme.

Ultimately, the EDP is not just about professional advancement; it's about cultivating a new generation of leaders who will steer Delta and the broader region toward sustained success, digital transformation, and purpose-driven growth.

As Delta continues to invest in its people, the message is clear: the company's greatest competitive edge lies in the strength, adaptability, and foresight of its leaders.



A Toast to Bra Keith: Celebrating 45 Years of Legacy and Humility



Delta Corporation proudly honours Mr. Engelbert 'Bra Keith' Gongera, a true pillar of the brewing fraternity, as he marks an extraordinary 45 years of dedicated service, a milestone that stands as a testament to perseverance, mastery, and unwavering integrity.

Joining the organisation in 1980 as a Brewhouse Cleaner, Mr. Gongera's journey is one of remarkable transformation. Through sheer determination and a hunger to learn, he rose through the ranks, from Milling Attendant to Process Attendant, and later earned the famous nickname 'Spannerboy' for his exceptional technical ingenuity. His talent led him to the Delta Training Institute, where he qualified as a Brewery Artisan, setting the stage for decades of problem-solving brilliance across Zimbabwe and beyond.

Over the years, Bra Keith has breathed life into countless machines, notably restoring a long-broken filler at Rusape using scrap-yard parts and contributing to the resuscitation of the Butterworth Brewery in South Africa. In 2015, he assumed the role of Brewing and Utilities Controller at Chitungwiza Brewery, a position he has executed with distinction, humility, and unmatched expertise.

Beyond his technical mastery, colleagues describe him as calm, steady, gracious, and deeply inspiring. A proud family man, sports enthusiast, Judoka, and swimmer, and a true Mhofu by totem, his character reflects balance, dignity, and strength. As he approaches retirement on 31 January 2026, management poured out heartfelt tributes acknowledging his impact:

Mr. Allen Mubaiwa, Human Resources Executive, praised his distinguished career and inspiring journey. Mr. Musa Mutasa, Brewery Manager, thanked him for shaping machines and minds alike.



Engineer Anthony Manai commended his calm leadership and mentorship. Mr. Peter Jack, HR Business Partner, honoured his legacy and influence across generations. These messages collectively affirm that Mr. Gongera is more than a colleague—he is a legend whose legacy is woven into the very fabric of Delta's sorghum beer business.

As we raise our glasses in salute, we say: "Take a bow, Bra Keith. Forty-five years and not out." Your contribution transcends machinery, your humility inspires, and your legacy will continue to guide those who follow.





Delta Technical Institute Activities

The first half of the year was full of activity at DTI, with notable progress made across operations, training, and technical support.

A major highlight was the successful completion of a three-month induction program for newly recruited apprentices. This initiative aimed to provide a solid foundation and ensure a smooth transition into the organization, reflecting DTI's ongoing commitment to developing skilled professionals from the ground up.

Throughout the period, DTI also provided consistent technical assistance to its Strategic Business Units (SBUs), supporting operational efficiency and service delivery. Meanwhile, teams remained active in pallet manufacturing

and repairs, along with regular vehicle servicing and maintenance, ensuring the reliability of key infrastructure.

Training and skills development continued to be central focuses. Skilled worker training sessions were delivered to deepen technical expertise, while multi-skilling programs promoted greater flexibility and responsiveness across departments. Additionally, the coordination of outsourced training expanded learning opportunities for staff, contributing to overall workforce growth.

These efforts demonstrate DTI's dedication to continuous improvement, operational excellence, and employee empowerment. Some of these activities are shown in the images below.

The 2025 apprentice induction started with a welcome speech from the GM of Corporate Affairs, who encouraged trainees to embrace upcoming opportunities. Trainees attended their first session, where they were introduced to basic engineering hand tools with the HRD manager and guest speaker Musa Mutasa, marking the beginning of their technical journey.

As the training concluded, awards for the top trainee were presented to Anesu Mabasa, who received the overall best trainee award, the best female induction trainee award, the best engineering drawing and training award, and the best practical trainee award.



Delta Technical Institute Activities in pictures



Delta Corporation Partners to Drive Youth Empowerment

This year, Delta Corporation proudly partnered with Old Mutual, SNV, the British Embassy, the British Council, ZADT, and the Swiss Embassy to support young innovators through the Value Creation Challenge, hosted at the vibrant Eight2Five Hub.

As part of Delta's commitment to youth empowerment, they welcomed the Top 40 startups to their Shumba Maheu & Supersip plant in Willowvale on 15 July 2025. It was an exciting day filled with energy and curiosity, as these young entrepreneurs gained a rare glimpse behind the scenes of operations and a real-world insight into how ideas become thriving businesses.

Later in the month, on 25 July, the focus shifted to women in business. A special mentorship session was held at the Eight2Five offices, bringing together over 30 women

entrepreneurs. The room buzzed with inspiration as eight accomplished women leaders from various industries shared their journeys, challenges, and lessons learned. It was more than a workshop; it was a powerful moment of connection and encouragement.

The journey continued with the second incubation session for the Top 20 finalists, held in an extraordinary setting, the UK Ambassador's residence, on 26 August. Surrounded by ambition, creativity, and support, these entrepreneurs took another big step toward turning their ideas into impact.

With the Top 40 entrepreneurs for 2025 now selected, the future looks incredibly bright. Delta is honored to be part of this journey, standing alongside partners and dreamers alike to help shape Zimbabwe's next generation of business leaders.



Delta Hosts Mahewu and SuperSip Plant Tour

On July 15, 2025, Delta Corporation hosted 40 startups at its Willowvale plant for an engaging Mahewu and SuperSip production tour. The visit offered participants an inside look at Delta's state-of-the-art facilities and its commitment to quality, nutrition, and innovation in the non-alcoholic beverages category.

Guests observed the full production process — from blending to packaging — and learned about the sustainability practices that support Delta's operations, including water conservation and waste management. The tour also provided a valuable platform for knowledge exchange, as Delta shared insights on manufacturing excellence while inspiring young entrepreneurs in Zimbabwe's growing beverage industry.

The event reinforced Delta's ongoing commitment to transparency, innovation, and partnerships that drive local business growth.



Delta Showcases Talent Opportunities at Arundel Career Fair

On July 31, 2025, Delta took part in the Arundel Career Fair as part of its ongoing efforts to strengthen relationships with educational institutions and engage with the future workforce.

The company's presence at the fair was aligned with its broader strategy to promote the Delta brand, share insights into its workplace culture, and position itself as an employer of choice for new graduates.

In addition to showcasing career opportunities, Delta used the event as a valuable platform to gain market intelligence on the skills, interests, and caliber of emerging talent. The fair also provided an opportunity to connect directly with students, faculty members, and other industry participants.



Delta Culture Blueprint Rollout

The rollout of the Delta Group Culture Blueprint marked a significant step in the company's ongoing transformation journey.

As part of this initiative, a dedicated session was held on 29 August 2025 at the Mandel Training Centre, where 85% attendance was recorded — a strong indication of employee engagement with the culture change process.

The session featured an open Q&A segment, allowing participants to ask questions and gain deeper insights into the goals and expectations of the Culture Blueprint.

A session for the Delta Head Office is also scheduled to take place within this quarter, ensuring all teams are aligned and involved in this important cultural shift.



Delta Welcomes F26 Graduate Trainees, Internal Learners, and Trainee Chartered Accountants

As part of its commitment to developing future talent and investing in skills that drive sustainable business growth, Delta Corporation is proud to welcome a new cohort of learners for the Financial Year 2026 (F26).

A total of 37 individuals have been recruited across three categories: 33 Graduate Trainees and Internal Learners, and 4 Trainee Chartered Accountants under the TOPP (Training Outside of Public Practice) Programme.

These talented individuals have been placed across various business units, including Sorghum, Lagers, Sparkling Beverages, Technical, Distribution and Logistics, SHE, ICT, Procurement, and Delta Head Office functions. Their diverse academic backgrounds span disciplines such as Engineering, Marketing, Logistics, Environmental Science, ICT, Accounting, and Human Resources.

The Graduate Trainee Programme and Internal Learnerships aim to provide structured, hands-on training that bridges

the gap between academic learning and practical industry experience. The TOPP programme, in particular, supports the development of future Chartered Accountants through a well-defined mentorship and exposure framework.

Graduate Trainees have been placed in key functional areas including Engineering, Commercial, ICT, Procurement, Distribution and Logistics, and SHE (Safety, Health & Environment). Internal Learners are assigned across core business operations, permitting them to upskill while making valuable contributions. Additionally, three internal and one external candidate have joined the TOPP programme, with placements in Lagers, Sparkling Beverages, and Delta Head Office.

Delta congratulates and warmly welcomes all F26 trainees to the business, looking forward to supporting their growth and development throughout their training.





No.	Surname	First Name	GT/Internal	Traineeship / Learnership	Degree Title	Assigned SBU
1	Manhuna	Margaret Panashe	Graduate Trainee	Commercial	National Diploma in Digital Marketing	Sorghum
2	Mahachi	Isheanesu	Graduate Trainee	ICT	Bsc Honours in Computer Hardware Engineering	Delta Head Office
3	Chimuka	Munyaradzi	Graduate Trainee	ICT	Bachelors of Science honours in Computer Science	Delta Head Office
4	Chiwurawa	Charles	Graduate Trainee	Distribution and Logistics	National Diploma in Transport and Logistics Management	Sorghum
5	Nhando	Tadiwanashe Kevin	Graduate Trainee	Engineering	BEng Honours Degree in Chemical Engineering	Sparkling Beverages
6	Mautsa	Takunda Benia	Graduate Trainee	Distribution and Logistics	CILT International Diploma in Logistics and Transport	Sparkling Beverages
7	Mapanda	Chipo	Graduate Trainee	Commercial	Sales and marketing management Diploma	Sorghum
8	Muzvaba	Allan	Graduate Trainee	Distribution and Logistics	Purchasing and Supply Management Diploma	Sorghum
9	Simango	Tafadzwa	Graduate Trainee	Commercial	Bsc in Business Marketing Informatics	Delta Head Office
10	Sithole	Kundayi	Graduate Trainee	Commercial	Bachelor of Business Administration	Lagers
11	Marimira	Isaac	Graduate Trainee	Engineering	Bsc. Hons. Electrical Engineering	Lagers
12	Njomboro	Ruth Kudzai	Graduate Trainee	Distribution and Logistics	B. Comm Retail and Logistics Management Honours Degree	Lagers
13	Chikaura	Kundai	Graduate Trainee	Procurement	Operations Research and Statistics Degree	Delta Head Office
14	Nkiwane	Mthembeni	Graduate Trainee	SHE	Environmental Science and Health Degree	Lagers
15	Gunduza	Bret	Graduate Trainee	SHE	Geography and Environmental Studies Degree	Sorghum
16	Karichi	Anesu	Graduate Trainee	SHE	Safety, Health and Environmental Management Degree	SBs
17	Chiza	Tanyaradza	Graduate Trainee	Engineering	Bachelor of Industrial Engineering	Technical
18	Makondo	Catherine	Internal Learner	Commercial	Diploma in Marketing Management IMM)	Lagers
19	Moyo	Freedom	Internal Learner	Engineering	Degree in Chemical and Process Systems Engineering	Lagers
20	Kazingizi	Beven	Internal Learner	Distribution and Logistics	Degree in Supply Chain Management	Lagers
21	Mugadza	Henry	Internal Learner	Commercial	Diploma in Accounting and Business	Sparkling Beverages



No.	Surname	First Name	GT/Internal	Traineeship /Learnership	Degree Title	Assigned SBU
22	Ngirazi	Tinashe	Internal Learner	Distribution and Logistics	National Diploma in Accounting	Sparkling Beverages
23	Kunyaki	Raddison	Internal Learner	Distribution and Logistics	International Advanced Diploma in Logistics and Transport	Sorghum
24	Manzini	Panashe Wellington	Internal Learner	Commercial	Bachelor of Commerce Honors Degree in Marketing Management (MSU)	Sorghum
25	Nyakani	Linda	Internal Learner	Engineering	National Diploma in Plant Engineering	Sorghum
26	Mahlala	Immaculate	Internal Learner	Commercial	Bachelor of Science Honours Degree in Retail Management and Consumer Science	Sparkling Beverages
27	Nyamande	Lyandra	Internal Learner	Commercial	BSc Honours in International Relations	Sparkling Beverages
28	Mereki	Aubrie Junior	Internal Learner	Engineering	Bachelor of technology honors degree in industrial and manufacturing engineering	Sparkling Beverages
29	Mutota	Learnmore	Internal Learner	HR	B. Comm Honors Degree in Human Capital Management	Sparkling Beverages
30	Shumba	Malcom	Internal Learner	Commercial	Bachelor of Commerce Honours Degree in Marketing	Sorghum
31	Chikonzo	Allan	Internal Learner	Commercial	Bachelor of Business Studies honours Degree in Marketing	Delta Head Office
32	Mahwihwi	Admire	Internal Learner	Commercial	Marketing Management Diploma	Lagers
33	Kahombe	Tanaka Innocent	Internal Learner	Distribution and Logistics	Bachelor Of Commerce Economics Honours Degree	Lagers
34	Makumire	Francis	Internal	TOPP	Bachelor of Commerce (Honours) in Accounting	Delta Head Office
35	Phiri	Andile	Internal	TOPP	Bachelor of Commerce Honours Degree in Accounting	Lagers
36	Gumbo	Mthandazo Getrude	Internal	TOPP	Bcom Honors Degree in Accounting	Sparkling Beverages
37	Livombo	Owen	External	TOPP	BCom degree in Accounting	Sparkling Beverages



Consultative Meetings

As part of Delta's commitment to continuous employee engagement and transparent communication, a series of Works Council Meetings was held across the business during the past few months.

From April to June 2025, monthly Works Council meetings took place at the Mandel Training Centre, providing a platform for open dialogue between management and employee representatives on key workplace matters.

In July 2025, a combined Works Council meeting was convened for the Delta Head Office, bringing together stakeholders for strategic discussions and feedback-sharing.

These consultative sessions remain an important part of Delta's efforts to foster collaboration, address concerns proactively, and align teams around shared goals.



Mandel Training Centre Expands with New Services and Academies

Mandel Training Centre continues to grow its reputation as a hub for practical, impactful learning, and 2025 brought exciting new developments. One of Mandel's standout offerings remains its Team Building programs, which have become the most popular and in-demand training experiences across the Group.

These sessions are more than just activities; they've become a proven way to build stronger teams, boost collaboration, and improve overall performance in the workplace. Backed by a dedicated pool of certified Team Building Coaches, Mandel is also investing in the future by training more facilitators to meet increasing demand across departments. But the growth doesn't stop there.

In a bold move to strengthen its learning portfolio, Mandel has launched a new suite of Services Academies, starting with the HR Academy and the Supply Chain Academy. These academies have been carefully crafted to meet the evolving needs of today's dynamic workplace. They're designed to equip supervisors and emerging leaders with the real-world skills they need to lead effectively, create value, and navigate change confidently.

The introduction of these academies is more than just an expansion; it's a reflection of Mandel's deep commitment to developing talent across the organisation. By aligning training with the Group's business priorities, Mandel ensures that every learning intervention delivers measurable impact where it matters most.

With a solid foundation of experience, a spirit of innovation, and a growing network of certified experts, Mandel remains a trusted partner in building people and strengthening the business one learning journey at a time.



Graduate Development Programme (GDP)

1. Programme Overview

The Mandel Graduate Development Programme (GDP) is a 12-month structured career acceleration journey designed to equip recent graduates with the critical skills, behaviours, and business mindset required to thrive in dynamic corporate environments.

The programme blends formal learning, on-the-job experience, mentorship, and business exposure, enabling participants to transition seamlessly from campus to corporate life. Through experiential modules, action learning projects, and continuous coaching, graduates develop into agile, confident, and values-driven young professionals aligned with Delta's leadership pipeline.

2. Programme Objectives

- Accelerate graduates' integration into the business world.
- Build professional confidence, communication, and leadership skills.
- Provide cross-functional exposure across Delta's key business areas.
- Instill a strong sense of ethics, accountability, and performance discipline.
- Equip participants with analytical, financial, and problem-solving skills.
- Foster innovation, creativity, and digital competence.
- Prepare graduates for long-term career growth within Delta or the broader industry.





3. Programme Structure

Month	Theme
Month 1: Orientation & Induction	Becoming Part of the Delta Family
Month 2: Personal Mastery & Professionalism	Owning Your Development
Month 3: Communication & Collaboration	Building Relationships That Work
Month 4: Problem Solving & Critical Thinking	Thinking on Your Feet
Month 5: Commercial Awareness	Understanding the Business Engine
Month 6: Financial Literacy	Understanding the Numbers
Month 7: Digital Skills & Innovation	Thriving in the Digital Era
Month 8: Project Management	Getting Things Done
Month 9: Leadership Foundations	Leading Without a Title
Month 10: Change & Agility	Navigating Change
Month 11: Integration & Cross-Functional Exposure	Seeing the Bigger Picture
Month 12: Capstone & Graduation	Stepping Into the Future

4. Learning Methodology

- Classroom Workshops – Monthly 3–5 day learning blocks covering core and soft skills.
- Job Rotations – Real workplace exposure across functions to build a holistic understanding.
- Action Learning Projects – Group business challenges delivering measurable value.
- Coaching & Mentorship – Each graduate is paired with a senior mentor for guidance and feedback.
- Peer Learning – Cohort-based collaboration and reflection sessions.
- Digital Learning – Online assignments and resources between modules.
- Community & CSR Engagement – Participation in Delta’s sustainability or community projects.

5. Assessment & Certification

Assessment is continuous and based on participation, reflections, assignments, and line manager evaluations. Participants undergo mid-year and final performance reviews. The

programme culminates in a Capstone Business Project presented to senior executives. Graduates receive the Mandel Graduate Development Programme Certificate, endorsed by Delta Corporation, and recognised as a feeder into the Supervisory and Management Development tracks.

6. Expected Outcomes

- Self-aware, confident, and proactive professionals.
- Strong communicators and collaborators.
- Agile thinkers capable of solving complex challenges.
- Digitally fluent and commercially astute individuals.
- Future-ready leaders aligned with Delta's leadership ethos.

7. Faculty and Partners

The GDP is facilitated by Mandel faculty, Delta functional heads, and guest industry experts from leadership, finance, marketing, and innovation disciplines. Guest sessions are delivered by alumni, HR leaders, and academic partners such as Winfield, UCT, and GIBS.

8. Investment

An investment of \$70 per person is payable for the GDP programme. This makes it \$4 200 per person for the entire programme.

9. Contact details

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Cell +263 772 212 091



Mandel Training Centre Celebrates 2025 Graduation

Mandel Training Centre proudly hosted its 2025 Graduation Ceremonies, honouring an inspiring cohort of learners from the Extended Development Programmes and the Mandel Academies. The atmosphere was filled with excitement as more than 200 graduates walked across the stage, marking a significant achievement in their professional journeys.

These graduates completed programmes spanning multiple disciplines, each designed to equip them with the skills, confidence, and leadership acumen needed to excel in today's dynamic business environment.

At the heart of Mandel Training Centre's mission is a powerful mandate, to sharpen the sword, ensuring organisations across the country continue to benefit from a strong, capable, and sustainable management pipeline. In pursuit of this mission, Mandel has refreshed and expanded its product offering to align with evolving industry needs. This includes benchmarking its programmes against internationally recognised business schools, guaranteeing world-class relevance and impact.

The 2024 graduation ceremonies not only celebrated academic achievement but also reaffirmed Mandel Training Centre's commitment to developing future-ready leaders who will drive transformation across sectors.

Congratulations to the Class of 2025!





We are Delta Corporation - Brighter Together

Making a Difference, One Clean-Up at a Time

In line with its commitment to sustainability and community well-being, Delta Corporation continues to promote environmental stewardship through its active involvement in the national clean-up campaign, held on the first Friday of every month.

The initiative goes beyond keeping workplaces and surroundings tidy; it reflects a shared responsibility to improve the environment, enhance safety, and foster a culture of good housekeeping across all operations.

By joining hands in these clean-up activities, Delta employees and partners demonstrate the true spirit of the MAD (Make A Difference) campaign, turning simple acts of care into meaningful impact. Each effort contributes not only to cleaner, safer communities but also to a stronger sense of pride and unity within the Delta family.



Transforming Waste into Value: BBJ's Sustainability in Action

BBJ, a dedicated business unit under SHAL, continues to demonstrate that business success and environmental responsibility can go hand in hand. Renowned for producing high-quality juice concentrates from fresh fruit, BBJ is now gaining recognition for its innovative sustainability efforts—especially in how it repurposes what would traditionally be considered waste.

One of the most striking examples is how BBJ handles orange peels, a by-product of its juice processing operations. Instead of discarding them, the company has found a way to transform these peels into nutritious stock feed for livestock. This approach not only reduces waste but also supports local farmers, especially in areas where drought has put pressure on natural grazing resources.

Each week, nearly 60 tonnes of orange peels are donated through a community-focused program aimed at drought relief. Farmers have responded positively, noting improved animal health and nutrition. It's a small shift with a big impact, touching lives across rural communities and making a clear statement: sustainability isn't just a concept at BBJ—it's a commitment.

Investing in Futures: Celebrating Education

Education remains at the heart of SHAL's broader community vision, and BBJ is playing its part in uplifting tomorrow's leaders. During the 2025 Africa University Graduation, the company sponsored book prizes to celebrate exceptional academic achievement in fields such as finance, psychology, and engineering.

These awards reflect more than academic success. They represent BBJ's belief in the power of education to transform lives and communities. By supporting young scholars, the company is investing in the region's future scientists, innovators, and leaders—those who will shape a better, more sustainable world.

Celebrating Global Days with Local Impact

Earlier this year, BBJ took part in global observances of World Food Safety Day and World Environment



Clean Spaces, Healthy Faces: WTaking Responsibility Together

As part of Zimbabwe's national First Friday Clean-Up Campaigns, BBJ staff rolled up their sleeves and got to work. Armed with gloves, bins, and a shared sense of purpose, employees joined their communities in cleaning public spaces and raising awareness about proper waste disposal.

These monthly efforts go beyond beautification. They represent a deeper cultural shift toward responsibility and environmental stewardship. With each cleanup, BBJ not only improves hygiene in targeted areas but also strengthens community ties. The energy and collaboration seen on the ground highlight how collective action can make a visible, lasting difference.

Looking Ahead: Purpose Beyond Product

Whether it's reducing waste, empowering students, educating communities, or protecting the environment, BBJ's recent efforts point to a future where business isn't just about product—it's about purpose. These stories of impact may begin in juice processing plants and corporate offices, but they ripple outward, touching farms, schools, homes, and ecosystems. As BBJ continues to grow within SHAL's ecosystem, one thing is clear: the company's true measure of success will always be defined by the lives it improves and the environment it helps protect.

Day—two events that align closely with the company's values.

Under the World Food Safety Day theme, "Science in Action," BBJ hosted educational seminars and hands-on workshops that focused on safe food handling and hygiene. Employees and community members took part in interactive sessions that helped demystify complex safety standards. Participants walked away not only with useful knowledge but with a renewed commitment to applying these practices in their daily lives.

World Environment Day carried the theme "Beat Plastic Pollution," and BBJ used the opportunity to spark conversations and action around plastic waste. From awareness campaigns to internal clean-up drives, the company helped highlight the urgent need for sustainable choices. Staff and stakeholders alike were encouraged to rethink their use of plastic and explore more eco-friendly alternatives.

These initiatives, while part of international campaigns, were brought to life through local engagement and practical action—proving once again that meaningful change starts close to home.



National Breweries Lusaka Plant Marks World Environment Day with Clean-Up Drive

On June 6th, SHE Representatives and staff from National Breweries PLC, Lusaka Plant came together for a meaningful clean-up initiative at Chawama Ground, Lusaka. The event formed part of the company's efforts to support the global World Environment Day commemorations.

The clean-up focused on promoting environmental responsibility, particularly raising awareness about the impact of plastic pollution. Team members actively participated in removing litter, clearing waste, and sharing best practices for maintaining a clean, safe environment.

To further reinforce the campaign's message, employees teamed up with MANJA PAMODZI and other stakeholders to distribute gloves and reflective vests to local waste collectors. This gesture supported safe waste handling practices while encouraging the broader community to join the fight against plastic pollution.

The initiative not only contributed to a cleaner community but also demonstrated the power of collective action in creating a healthier planet for future generations.



MAD Campaign Reaches Glendale and Bindura

On June 6, 2025, Delta Corporation's Make a Difference (MAD) Campaign rolled out across Glendale and Bindura, engaging communities in a day of clean-up activities and environmental awareness. The campaign kicked off in Glendale at 9:00 am, before moving to Bindura town for a busy session from 11:00 am to 1:00 pm. In the afternoon, the team continued to Chiwaridzo between 2:00 pm and 3:00 pm, and concluded the day's activities in Chipadze from 3:00 pm to 4:00 pm.

Hundreds of community members and volunteers joined the efforts, collecting waste and promoting responsible environmental practices. Through these activations, Delta reinforced its commitment to sustainable communities, showing that small acts of care can make a big difference.



Delta Beverages Sorghum Zimbabwe Shines at 2025 National Annual Quality Awards

Delta Beverages Sorghum Zimbabwe is celebrating a remarkable achievement after winning three major accolades at the 2025 National Annual Quality Awards (NAQA), held on 25 November at the Hyatt Regency – The Meikles Hotel in Harare.

The company took home:

Product of the Year (Large Enterprise) – Overall Winner
Exporter of the Year (Large Enterprise) – First Runner-Up
Company of the Year (Large Enterprise) – Second Runner-Up

These awards represent a significant leap from Delta Sorghum's 2024 performance, where It secured first runner-up positions in both the Product and Company of the Year categories.

A Commitment to Quality and Excellence

Delta Beverages Sorghum Zimbabwe's journey to this success began with its participation in the SAZ Communications meeting on August 3, 2025, where the team benchmarked itself against previous SADC Quality Award winners. Following this, the company entered four categories—Company of the Year, Product of the Year, Exporter of the Year, and Individual of the Year—demonstrating its broad commitment to excellence across all aspects of business.

A virtual NAQA workshop with the Standards Association of Zimbabwe (SAZ) on 22 August 2025 provided further insights that helped the Delta team refine their strategy. The award submissions, cleared by both the General Manager – Sorghum and the General Manager – Corporate Affairs, were officially presented to SAZ by 30 September 2025.



Celebrating Teamwork and Leadership

Delta Beverages was proudly represented at the awards ceremony by seven delegates, including:

- Michael Moyo, Manufacturing Development Manager
- Josephine Muderere, Regional Quality Assurance Manager – Sorghum
- AmazingGrace Chikudzuri, Production Manager – Kwekwe Brewery
- Ernest Chikasha, Quality Controller – Harare Brewery
- Kissmore Murandu, Corporate Affairs Officer
- Lissa Muhotiwa, Executive Secretary to the Technical Director
- Farai Nyamupinga, Acting Manufacturing Development Specialist

The event also featured dignitaries from the Ministry of Industry and Commerce, SAZ, and Delta Corporation, underscoring the importance of collaboration in advancing quality and innovation across Zimbabwe's industrial landscape

The Product Behind the Win: Chibuku Super

Delta Beverages Sorghum Zimbabwe's flagship brand, Chibuku Super, earned the coveted title of Product of the Year (Large Enterprise). This recognition affirms the brand's consistent commitment to quality, innovation, and consumer satisfaction—values that have made Chibuku Super a household name across Zimbabwe and the region.

Looking Ahead: From National to Regional Stage

The company's success at NAQA 2025 has qualified it to participate in the upcoming SADC Annual Quality Awards (SAQA), where it will represent Zimbabwe at the regional level. The team has already submitted its entry form, signaling its readiness to compete on an even larger stage.

As Delta Beverages Sorghum Zimbabwe looks to the future, plans are already underway to strengthen its presence in upcoming award cycles. The company aims to enter more categories in 2026—including Company, Service, Individual, and Exporter of the Year—and to establish a dedicated NAQA Competition Committee to drive preparation and excellence.

A Toast to Continuous Improvement

Delta Beverages Sorghum Zimbabwe's performance at the NAQA Awards stands as a testament to the company's enduring culture of quality, teamwork, and innovation. Through continuous benchmarking, training, and collaboration, the team continues to raise the bar for the beverage industry—proving once again that excellence is not a destination but a journey.



Merry Christmas



We are Delta Corporation - Brighter Together



Delta Corporation
LIMITED

School Plant Tours In Pictures



School Plant Tours In Pictures





**SHUMBA
MAHEU**

INTRODUCING
THE NEW COOL **FLAVOURS**

**MADE
FOR YOU!**

**NEW ^{AND}
IMPROVED**



GRAB YOUR FAVOURITE **FLAVOUR!**

Shumba Maheu Campaign

Shumba Maheu positions itself as a meaningful part of its consumers' personal journeys.

Shumba Maheu continued to strengthen its brand presence in 2025 through the “Made For You” thematic campaign — a celebration of the product’s alignment with consumers’ everyday lives, values, and traditions.

More than just a refreshment, Shumba Maheu positions itself as a meaningful part of its consumers’ personal journeys. Every sip is crafted to reflect the unique rhythms of daily life, offering a versatile experience that feels authentic and familiar.

The campaign has been driven primarily through digital platforms, prompting the brand to engage with its audience in real time. Through targeted content and storytelling, “Made For You” has sparked genuine conversations and built a deeper emotional connection between the brand and its consumers.

By meeting people where they are — in both lifestyle and platform — Shumba Maheu continues to reinforce its role as a brand that understands, celebrates, and fits naturally into Zimbabwean life.





Chibuku's March into Africa: A Story of Heritage,



At the Mandel Training Centre on the evening of September 12, 2025, the atmosphere was one of excitement, inspiration, and quiet pride. Guests gathered for a special session of the Events Masterclass, where students and professionals from across the creative industries came together to learn, network, and celebrate African excellence.

The evening's Guest of Honour was Patricia Murambinda, General Manager, Corporate Affairs at Delta Corporation. In a heartfelt and stirring address, Patricia spoke not just about a brand, but about a movement, one rooted deeply in African culture, driven by community, and powered by innovation.

The theme of the evening, "Chibuku – March into Africa," captured the audience's imagination. But as Murambinda explained, it was more than just a slogan. It was a vision. A calling. A story that's unfolding across the continent.

"Chibuku is not just a beverage," she shared. "It is part of our African story—a calabash of culture, a symbol of community, and a shared experience across generations." Her words resonated deeply with the audience, many of whom understood Chibuku not just from marketing campaigns, but from real life. From family gatherings, from village celebrations, and from stories passed down.

In that moment, it became clear: Chibuku represents more than a product. It represents belonging.

Murambinda went on to highlight how Chibuku's journey is anchored in authenticity. Made from traditional grains like sorghum, millet, and maize, it draws from brewing methods that have stood the test of time. It

honours tradition, Chibuku has never stood still. The brand has evolved—from the familiar calabash to the iconic Scud, and now to the sleek, modern PET packaging of Chibuku Super. It's a reflection of how African heritage and modern convenience can work hand in hand.

Beyond its cultural value, the brand plays a critical role in local economies. Its production supports thousands—from smallholder farmers in rural areas to retailers in townships and cities. It is accessible, affordable, and proudly inclusive, allowing people from all walks of life to enjoy a taste that is unmistakably African.

The evening's speech also cast a spotlight on Chibuku's continental ambitions. What started in Zimbabwe has grown beyond borders, with Chibuku now found in Zambia and South Africa. But for Delta Corporation, this is just the beginning.

“Our vision is to see Chibuku enjoyed across Africa,” Murambinda explained. “Each time it enters a new market, we’re not just exporting a drink—we’re exporting connection, tradition, and identity.”

It was clear from her words that Chibuku's growth wasn't just about numbers — it was about sharing a rich African story and bringing communities closer together. It is underpinned by partnerships, by innovation, and by a deep respect for sustainability. From climate-smart agriculture to responsible drinking campaigns and eco-friendly packaging, Delta is committed to ensuring its growth benefits people and the planet.

But perhaps the most powerful part of the evening was Murambinda's message to the Events Masterclass students. She reminded them that Chibuku's journey is symbolic of something much greater—the rise of African

brands built on African soil, African ideas, and African stories. “To the entrepreneurs, the event planners, the creatives in this room,” she said, “let Chibuku inspire you. Your dreams, too, can travel across borders. Your ideas can shape Africa's future. What we create here, rooted in who we are, has the power to speak to the world.”

As the event drew to a close, applause filled the room, not just in appreciation of the speech, but in celebration of a truth: that Africa is rising, not by copying others, but by embracing its own voice.

When Africa drinks Chibuku, Africa drinks to Africa. When Africa celebrates its brands, it celebrates itself. And so, Chibuku's march into Africa continues—not just as a product, but as a symbol of possibility.





LAGERS

Castle Lager Premier Soccer League Gains Momentum Across the Nation

Excitement around the Castle Lager Premier Soccer League (PSL) continues to surge, driven by increased spectator turnout and the opening of brand-new stadiums across the country.

In the first half of the year, Delta Corporation proudly celebrated the launch of Ngoni Stadium in Norton, Bata Stadium in Gweru, and Bibo Stadium in Triangle. These state-of-the-art venues have opened up fresh opportunities for on-the-ground fan activations, both inside the stadiums and in surrounding outlets—strengthening the brand's connection with football enthusiasts at every level.

Fan engagement remains a cornerstone of Castle Lager's sponsorship strategy. Supporters can catch select matches broadcast live on ZBC and ZTN, while Radio Zimbabwe keeps the momentum going with energetic match-day commentary. Additionally, Castle Lager's social media platforms have become lively hubs of interaction, with fans keeping up to date on league standings, match results, and upcoming fixtures—ensuring that no one misses a moment of the action.

With growing excitement, increased visibility, and passionate supporters behind every kick, the Castle Lager soccer revolution is well underway.



Castle Tankard 2025: Celebrating 65 Years of Legacy and Spectacle

The Castle Tankard 2025 campaign roared to life under the banner “The Legacy Continues,” marking an extraordinary 65 years of Zimbabwe’s most iconic horse racing event. The milestone was celebrated with a dynamic, multi-channel campaign that captured national attention.

Ahead of the event, Castle Lager dominated print and digital media, rolling out striking adverts across The Herald, NewsDay, H-Metro, and Daily News. On the ground, the brand energized communities through in-store activations in Harare, Marondera, Bindura, Chinhoyi, and Mutoko, creating buzz and building anticipation countrywide.

On May 10, 2025, the spectacular event at Borrowdale Racecourse attracted a vibrant crowd of over 15,000 people. The atmosphere was electric as fans experienced a day packed with thrilling entertainment, including the Dash for Cash race and interactive Predict and Win activations.

Taking center stage was Action Zone, a powerful 5-year-old champion horse that stormed to victory in the main Castle Lager race, etching its name in Castle Tankard history. Beyond the racetrack, the crowd was treated to a star-studded music lineup featuring Aleck Macheso, Enzo Ishall, Nisha Ts, Oriyano, and Delroy Shewe, with DJ Joe and DJ Tino amplifying the energy on the decks.

The 65th edition of Castle Tankard was more than just a race; it was a celebration of legacy, culture, and community, cementing Castle Lager’s place at the heart of Zimbabwean entertainment and sport.



1895



THE TANKARD

SINCE 1960



THE LEGACY CONTINUES...

JOIN US FOR AN EXCITING DAY OF
HORSE RACING, ICE-COLD CASTLE LAGER
AND LOADS OF ENTERTAINMENT.

SATURDAY, 10 MAY 2025 | 1000HRS - 1930HRS
BORROWDALE RACE COURSE



Castle Lager Braai Fest Ignites 10th Anniversary Celebrations Across Zimbabwe

The Castle Lager Braai Fest celebrated a major milestone: 10 years of uniting Zimbabweans through the perfect blend of music, fire-grilled flavor, and the country's favorite lager.

This year's edition kicked off strongly as part of the Castle Braai Fest 10th Anniversary Events Series, a nationwide tour aimed to ignite excitement in 10 lively cities across the country. Each stop had to offer unforgettable experiences at the top braai spots.

The celebrations kicked off in Mt Darwin at KwaMemo Bar, where the launch event delivered an electrifying atmosphere. A high-energy crowd turned out in full force to enjoy sizzling braais, ice-cold Castle Lager, and epic live performances by Etherton B, Ndunge Yut, and Poptain.

Building on that momentum, Castle Lager hosted back-to-back events in Gweru at Traxion Bar and Masvingo at Caravan Park, both drawing crowds of over 1,500 enthusiastic attendees. Fans were kept on their feet by thrilling sets from Enzo Ishall, DJ Tamuka, and the ever-popular Chillspot Family, proving once again why the Braai Fest remains a staple on the entertainment calendar.

The roadshow continues with upcoming events scheduled in Marondera, Kadoma, Chinhoyi, Bulawayo, Chitungwiza, Harare, and Mutare, all leading up to the grand finale main event.

As Castle Lager marks a decade of this legendary celebration, the Braai Fest remains more than just an event—it's a cultural phenomenon that brings people together to celebrate good food, great music, and the unmistakable taste of Zimbabwe's most iconic beer.





SAVE THE DATE
JOIN US IN CELEBRATING A DECADE
OF ZIMBABWE'S BIGGEST BRAAI
SATURDAY, 18 OCTOBER 2025
GLAMIS ARENA



Carling Black Label National Pool Championship Breaks Records and Raises the Bar in 2025

The Carling Black Label National Pool Championship reached new heights in 2025, expanding to an unprecedented 31 regions—up from 26 last year—and drawing a record-breaking 3,808 participants, reflecting a remarkable 21% increase in national engagement.

This year's campaign kicked off with three major plant launches and was fueled by a high-impact digital and radio awareness drive, which ignited conversation and boosted participation nationwide. As the competition fired up, weekly fixture updates on digital platforms kept the excitement alive and fans engaged from region to region.

The much-anticipated grand finale took place on August 9, 2025, at the prestigious Zimbabwe International Trade Fair Grounds. There, 74 top male and 74 female players battled it out for national glory in an atmosphere charged with energy and competitive spirit.

In the men's final, Timothy Onida from Harare emerged victorious after a thrilling match against Tapiwa Musaona from Gweru. On the women's side, Alice Chiota showcased her skill and composure to defeat Christine Sengwe, also from Harare, securing the championship title.

Both champions walked away with a cash prize of \$2,500 and their very own brand-new pool table, cementing their status as the top contenders in this year's tournament.

The 2025 edition of the Carling Black Label National Pool Championship not only set new participation records but also reinforced the brand's commitment to growing grassroots sports, promoting inclusivity, and celebrating exceptional talent across Zimbabwe.



Carling Black Label National Pool Championship

In Pictures



Carling Black Label Brings the Heat to ZTISU Games 2025

The Zimbabwe Tertiary Institutions Sports Union (ZTISU) Games brought vibrant energy to the city of Bulawayo from June 24th to 27th, 2025, transforming the city into a hub of youth sports, music, and brand excitement. The festivities kicked off with an unforgettable opening ceremony at White City Stadium, setting the stage for four action-packed days.

Carling Black Label took center stage throughout the games, delivering unmatched brand visibility across all key venues. As an official sponsor of soccer, darts, pool, and rugby, the brand's presence resonated strongly with both athletes and spectators.

Activations were held at NUST, White City, Hillside Teachers College, and BAC, where crowds engaged in exciting activities including product sampling, cornhole challenges, and the highly popular Score and Win competitions. These touchpoints allowed Carling

Black Label to connect with tertiary students in fun and meaningful ways.

The opening ceremony buzzed with high-energy performances from DJ Tino and rising local star MaNine, kicking off the games on a high note. The celebrations reached a thrilling climax at the grand closing ceremony at BAC, which drew a crowd of over 2,500 enthusiastic spectators.

The atmosphere was electric as fans celebrated their champions and danced to live performances by Enzo Ishall, Ndunge Yut, Mzoe 7, DJ Mateu, and DJ Nospa—bringing the perfect close to an unforgettable sporting showcase.

With dynamic engagement, vibrant activations, and strong support for student athletes, Carling Black Label reaffirmed its position as a champion of local talent and youth empowerment at the 2025 ZTISU Games.



BOLD REWARDS AWAIT **THE** **CHAMPIONS**

PLAY THE PERFECT GAME AND WIN A
SOCCER KIT, RUGBY KIT, POOL TABLE OR DART
BOARDS FOR YOUR COLLEGE AT **THE ZTISU GAMES**

24-27 JUNE 2025

BULAWAYO

**CHAMPIONS DESERVE
CHAMPION BEER**



Sable Lager Celebrates Sables' Historic Back-to-Back Victory and World Cup Qualification

In a landmark achievement for Zimbabwean sport, the Sables—Zimbabwe's national rugby team—clinched the Rugby Africa Championship title for the second consecutive year. This remarkable feat has earned the team a coveted spot at the 2027 Rugby World Cup in Australia, marking their first appearance in the tournament in 34 years.

This historic win has significantly elevated the profile of rugby in Zimbabwe, reigniting national pride and boosting its visibility as a Zimbabwean sport, and of Sable Lager, the proud supporter of Zimbabwean rugby.

To amplify this momentum, Sable Lager rolled out a series of engaging activations, including watch parties across key markets that brought fans together to celebrate the team's victories in real time. The brand also leveraged the Paramount Rugby League as a key platform for consumer interaction and sampling, further embedding Sable Lager into the heart of local rugby culture.

In recognition of the Sables' outstanding performance, the team was hosted at Mandel for a special celebration, where their achievements were honored with accolades from the brand. This event not only celebrated their success but also reinforced Sable Lager's commitment to supporting local talent and national pride.

With this milestone, Sable Lager continues to stand as a champion of Zimbabwean sport—fueling passion, unity, and celebration both on and off the field.

**IT'S YOUR TIME
ON TO THE WORLD CUP!**

**RAISE A SABLE LAGER TO THE RUGBY AFRICA CHAMPIONS,
THE SABLES**

SMOOTH, EASY DRINKING

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 Beverages **18+** NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YEARS **DRINK RESPONSIBLY** Visit www.sablelager.com

SPONSOR OF THE SABLES

UGANDA

IT'S YOUR TIME

NAMIBIA VS ZIMBABWE

THE FINAL CHARGE

WATCH PARTIES

SATURDAY 19 JULY 2025

- THE COUNTRY CLUB, NEWLANDS (HARARE)
- HARARE SPORTS CLUB (HARARE)
- THE SMOKEHOUSE (BULAWAYO)
- LIQUOR MARKET (THE BLU BAR) (MUTARE)

3PM (CAT)
FREE ENTRY

SABLE

SMOOTH. EASY DRINKING

OFFICIAL BEVERAGE SPONSOR OF THE PARAMOUNT GARMENTS PROVINCIAL RUGBY LEAGUE

IT'S YOUR TIME

PARAMOUNT GARMENTS PROVINCIAL RUGBY LEAGUE

WEEK EIGHT FIXTURES

SATURDAY 26 JULY 2025
OLD GEORGIANS

HARARE SPORTS CLUB VS SOUTHERN CITY	1200HRS
OLD HARARIANS VS MARONDERA RFC	1330HRS
OLD GEORGIANS VS NORTHERN CHIEFS	1500HRS

SABLE

SMOOTH. EASY DRINKING



Sable Lager Thematic Campaign Reinforces Brand Proposition Through Rugby Platform

The Sable Lager thematic campaign is currently running through-the-line, strategically reinforcing the brand's core proposition, identity, and value positioning in the market. The campaign focuses on effectively communicating the right price points while maintaining a strong and consistent brand message across all consumer touchpoints.

This initiative is being amplified through Sable Lager's partnership with rugby, leveraging the sport's growing popularity and the national pride surrounding the Sables' recent success. By integrating into this high-engagement platform, the brand continues to deepen its connection with consumers and enhance visibility in meaningful, culturally resonant ways.



Sable Lager Grid Cup

Sable Lager sponsored the inaugural Grid Cup as a strategic initiative to elevate Zimbabwean rugby through a dynamic franchise-style tournament featuring four drafted teams, aimed at boosting player activity, fan engagement, and national pride.

The event introduced innovative elements, including faster play and vibrant matchday experiences featuring music, entertainment, field, and digital activations. We partnered with CapiTalk FM and Wiremit to expand brand reach, visibility, and engagements while strengthening brand association with the sport and preparing players for the 2027 Rugby World Cup



Cash Bonanza Promotion

This sales promotion was launched in October and running in trade aimed at stimulating sales by leveraging bar staff advocacy and trader stocking behavior. The initiative incentivizes top-performing outlets and traders through weekly and end-of-promotion rewards. The promotion is driving penetration through targeted engagements and trade activations in the outlets to drive visibility and uptake.



Eagle Lager Taps into Local Culture with Draft Tournament Series

Eagle Lager continues to deepen its connection with local communities through an exciting partnership that brings together beer and board games. By aligning with Draft—a traditional and widely loved Zimbabwean board game—the brand is not only strengthening its cultural relevance but also opening new doors for customer engagement.

In collaboration with the Zimbabwe Drafts Association, Eagle Lager has introduced the Eagle Lager Draft Tournaments, a campaign that blends sport, strategy, and social enjoyment. The initiative aims to promote the sport of Draft while simultaneously enhancing brand visibility and encouraging product trials in key markets.

So far, two successful tournaments have been held in Sakubva, Mutare, and Mbare, Harare, drawing crowds and strong participation. A total of 142 players—60 in Mutare and 82 in Harare—registered to compete, reflecting the strong grassroots support for the game. Local traders and community leaders also played a central role in organizing the events, underscoring Eagle Lager’s commitment to inclusive partnerships.

The tournaments are part of a broader brand strategy to connect with consumers on a more personal and culturally resonant level. By supporting a sport that is both familiar and accessible, Eagle Lager is reinforcing its position as a proudly local brand that celebrates Zimbabwean heritage and community spirit.

With growing momentum and strong community interest, Eagle Lager plans to expand the tournament series, continuing to support local talent and foster stronger ties with its core market.





Eagle Lager Radio Show Celebrates the Taste of Our Land

Eagle Lager continues to bring its message to life through the airwaves with the ongoing Eagle Lager Radio Show, broadcast weekly on Diamond FM. The program serves as a vibrant platform to communicate the brand's core proposition, key properties, and the essence of its current intrinsic campaign: "Celebrate the Taste of Our Land."

Through this dedicated show, Eagle Lager is deepening its engagement with consumers by highlighting what sets the brand apart—from its unique ingredients and local heritage to the pride it takes in being brewed for Zimbabwean tastes.

The radio format allows for rich storytelling, interactive discussions, and educational segments that reinforce Eagle Lager's identity as a beer that truly reflects the spirit and flavor of the nation.

By consistently showing up on a trusted local station like Diamond FM, the brand continues to build meaningful connections with its audience, ensuring that the message resonates far beyond the bottle.



CELEBRATE THE TASTE OF OUR LAND



**DRINK
GOOD
BEER
WITH
GOOD
FRIENDS**



Zambezi Lager Unveils Bold New Look in Thematic Campaign

Zambezi Lager is doubling down on its identity as the beer of the great outdoors with the launch of a refreshed Thematic Campaign that celebrates the brand's rugged spirit and strong connection to nature.

The campaign features a bold new visual identity that strengthens Zambezi Lager's positioning as a brew best enjoyed under open skies, by the water, or around a fire with friends. This new look has been rolled out across print and digital platforms, delivering a cohesive message that speaks directly to the adventurous spirit of Zambezi Lager's loyal consumers.

In June, the campaign reached new heights with the launch of a brand-new television commercial (TVC), now airing on ZTV and 3KTV. The TVC captures the essence of

outdoor living while showcasing the iconic Zambezi Lager in its natural element—among real people, in real moments of enjoyment.

To further amplify reach and interaction, the campaign extended onto the brand's social media platforms, where an engagement competition was launched to drive views and spark conversation. This move not only boosted awareness of the new campaign but also encouraged consumers to connect with the brand in a fun and interactive way.

With its bold visuals, authentic storytelling, and a clear message, Zambezi Lager continues to cement its place as the beer that embodies Zimbabwe's adventurous and outdoor-loving lifestyle.



Zambezi Lager Ignites Winter Nights with Nationwide Micro Events

Building on its outdoor positioning and the success of its iconic Bonfire property, Zambezi Lager brought warmth and energy to winter nights with the launch of Ignite the Nights — a series of micro events designed to elevate out-of-home drinking occasions during the colder months.

Launched in May, the campaign ran through early August, bringing curated brand experiences to life across seven key territories. Held every Friday and Saturday night, these activations targeted a mix of Mainstream and Modern Out-of-Home outlets, carefully selected to resonate with Zambezi Lager's core consumers.

At the heart of each event was a warm, welcoming atmosphere built around small braziers, encouraging consumers to gather, connect, and enjoy Zambezi Lager as they “ignite the night.” The initiative not only extended the brand's visibility during winter—a traditionally quieter season for outdoor activations—but also reinforced its bond with consumers by tapping into local social habits and the universal appeal of shared warmth.

With Ignite the Nights, Zambezi Lager successfully kept the Bonfire spirit alive, while creating memorable moments that celebrated community, connection, and the bold enjoyment of Zimbabwe's favorite outdoor lager.



Ignite
the Nights

Experience unforgettable memories around the warm crackling bonfires with friends, and embrace the crisp winter nights with the unmatched taste of Zambezi Lager.

BUY
Buy a bucket of 4 Zambezi Lagers to share

UPLOAD
Upload receipt to Whatsapp number 07155551234 or www.theZambezi.co.zw

WIN
Stand a chance to win a Bonfire Kit (camping chair, fire pit, cooler box)

#ZimbabwesOwnBonfire

Facebook, Twitter, Instagram icons

*Terms & conditions apply. Available to select of outlets and during the Ignite the Nights period.

Zambezi Lager Reaffirms Outdoor Legacy with KITFT 2025 Sponsorship and 100-Club Forum Activation

Zambezi Lager has once again cast its line deep into Zimbabwe's outdoor culture by renewing its position as Title Sponsor of the 2025 Kariba Invitation Tiger Fishing Tournament (KITFT)—one of the country's most iconic sporting events. Taking place from 22 to 24 October 2025, the tournament promises to bring together competitive anglers, outdoor enthusiasts, and loyal Zambezi Lager consumers for a memorable three days on the waters of Lake Kariba.

In the lead-up to the main event, the brand activated the exclusive KITFT 100-Club Forum on 22 August 2025 at Ipi Tombi Bar, Borrowdale Racecourse, setting the stage for community engagement and excitement. The event brought together anglers, tournament partners, and fishing fans for an evening that celebrated the spirit of the tournament—and the beer that goes with it.

Guests enjoyed Zambezi Draught on tap, adding a premium touch to the evening, while the brand ran a raffle draw with exciting branded prizes. The entry mechanic was simple and effective: Buy 1 unit of Zambezi Lager to enter, and stand a chance to win a cooler box, two camping chairs, or a case of Zambezi Lager. The activation drew 107 entries, showing strong engagement and enthusiasm from the fishing community.

As always, Zambezi Lager continues to celebrate the bold, outdoor lifestyle of its consumers. Through the KITFT sponsorship and activations like the 100-Club Forum, the brand not only strengthens its connection with a key audience but also reinforces its standing as the beer that lives and breathes Zimbabwe's wild beauty and adventurous spirit.





18  

Kitft
2025

Buy 1 unit of Zambesi Lager to enter the raffle, on 22 August 2025 and stand a chance to win

COOLER BOX  x1	3x CASE  x1	CAMPING CHAIR  x2
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*Based on 100gms. Volume and mass should be kept 100% pure 100%

Zimbabwe's Own Lager



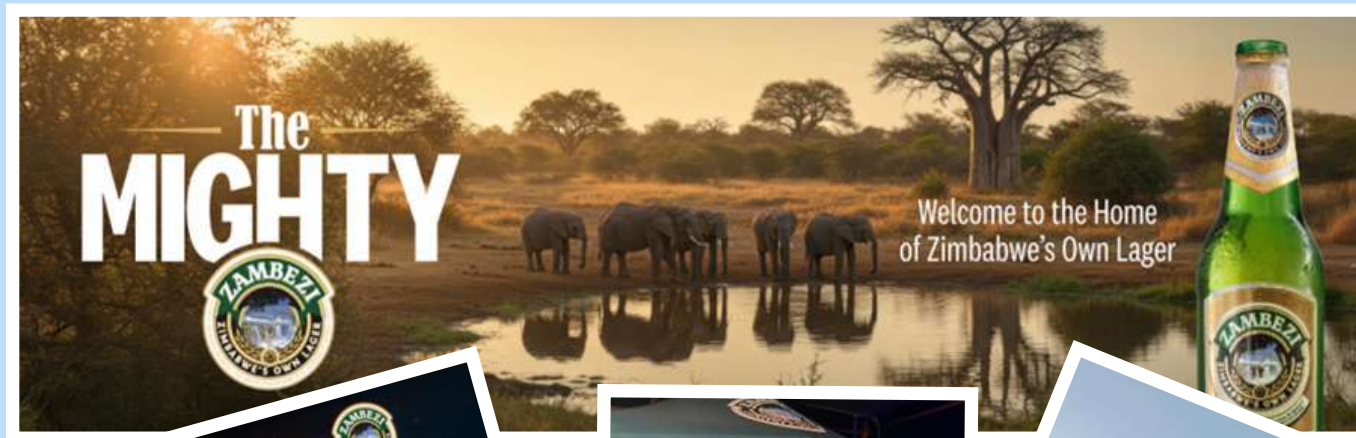
Zambezi Lager & Golden Pilsener: A Year Of Outdoor Adventure, Premium Experiences & Brand Moments

Zambezi Lager Thematic Campaign

Zambezi Lager continued to cement its legacy as the beer of the great outdoors, unveiling a refreshed Thematic Campaign that boldly reflects its adventurous spirit. With a strong presence across TV, print, and outdoor platforms, the new look reinforces the brand's deep connection to nature and the unique experiences that define its consumers' lifestyles.

Ignite the Nights Activations

In May, Zambezi Lager brought warmth and excitement to winter nights through the "Ignite the Nights" micro-events, rolled out across seven territories. Designed to maintain the momentum of the beloved Bonfire property, the activations encouraged out-of-home drinking occasions as consumers gathered around glowing braziers. Held every Friday and Saturday from May to early August, the events targeted key Mainstream and Modern Out-of-Home outlets, offering memorable night experiences for consumers.



KITFT 64th Edition Sponsorship

Zambezi Lager proudly continued its sponsorship of the 64th Kariba International Tiger Fishing Tournament (KITFT), held from 22 – 25 October. This year's edition hosted 66 teams from Zimbabwe, South Africa, the UK, and Australia.

Pre-tournament excitement was sparked through meal-pairing activations at Saucey Sues, where anglers redeemed Zambezi Lager at Makuti Lodge and The Long Bar in Charara.

During the tournament, anglers enjoyed draught sampling at the Zambezi weigh bay, with over 38 teams visiting daily to engage with the brand and stand a chance to win exciting giveaways, including branded hoodies, jerseys, fishing shirts, rods, reels, and camping chairs.



Zambezi 7s Challenge

The spirit of competition shone bright at the 5th edition of the Zambezi 7s Challenge, held on 8–9 November at Harare Sports Club. This year, eight teams participated, five local clubs and three regional powerhouses: the Zimbabwe Cheetahs, Kenyan Morans, and Zambia Lechwe.

With prize money set at US\$5,000 each for both men's and ladies' champions, Kenya claimed the Men's title while Zambia secured the Ladies'. Zimbabwe put on a strong performance, finishing second in both categories.



Golden Pilsener Elevates Premium Positioning Through Golf Sponsorships

Golden Pilsener continues to strengthen its premium brand positioning by aligning with high-profile golf events, reinforcing its association with refinement, excellence, and leisure. In 2025, the brand proudly sponsored both the Nomads 42nd Nationals and the prestigious Zimbabwe Open Golf Tournament, tapping into an influential and discerning consumer base.

The Nomads Nationals, held in Bulawayo, brought together over 150 amateur golfers from Zimbabwe, Zambia, Botswana, and South Africa, offering Golden Pilsener excellent visibility through a well-received sampling activation at the 19th hole. This touchpoint provided players a chance to unwind with a cold Golden Pilsener while cementing the brand's presence in the social side of the sport.

At the Zimbabwe Open, hosted at the iconic Royal Harare Golf Club from 8 to 11 May 2025, the brand reached both local and international golfers, alongside a wider premium audience. Golden Pilsener's presence included sampling at the 19th hole, branding across six tee boxes, and a series of evening entertainment experiences that brought energy and flair to the tournament atmosphere. Featured performances by Travelers, Hope Masike, and DJ LRoy added a vibrant cultural edge to the sporting event, further enhancing brand affinity.

Through these strategic sponsorships and premium activations, Golden Pilsener continues to reinforce its identity as the beer of choice for sophisticated, lifestyle-conscious consumers who appreciate quality, tradition, and elevated social experiences.



Golden Pilsener Taps into Jazz Culture with Premium Experiences

Golden Pilsener is expanding its lifestyle appeal with a bold entry into the jazz scene. On 12 July, the brand hosted the first-ever Golden Xcape Jazz Nights at Lush Restaurant, Newlands Country Club, attracting over 200 guests, including jazz lovers and industry leaders. The night featured standout performances by Prudence Mbofana, Rute Mbangwa, Tanga Wekwa Sando, and Mbare Jazz Band.

Building on this success, Golden Pilsener is sponsoring the Zimbabwe Jazz Festival 2025, taking place on 12 September in Bulawayo and 13 September in Harare at Alliance Française venues.

Through music, the brand continues to offer premium, culturally rich experiences that resonate with its audience.



Golden Pilsener Rewards Loyalty with 'Golden Moments' Activations

Golden Pilsener recently rolled out its Golden Moments activations across Manicaland, Harare North, and Harare South over four weeks, under the engaging theme “Build Your Bar.”

The campaign aimed to boost sales in targeted outlets, reward loyal consumers, and drive repeat consumption—especially among infrequent drinkers.

A tiered rewards system allowed consumers to win branded merchandise based on their purchase levels. Prizes included caps, key holders, ice buckets, trays, branded glassware, golf shirts, and complimentary products, turning everyday purchases into rewarding brand experiences.

Golden Pilsener continues to create meaningful consumer engagement by blending enjoyment with value.




GOLDEN MOMENTS

Build your at Home Golden Pilsener Bar

Valid: 04 - 27 July 2025

HOW TO WIN

Buy	Stand a chance to win
2 units	A Key ring or 1x Golden Pilsener product
4 units	A Cap or 2 units of Golden Pilsener
6 units	A Golf Shirt or a Glass
2 six packs	A tray or Ice bucket

Centre	Day	Outlet	Date- July 2025
Mutare	Saturday	Madzire	5, 12, 19, 26
	Saturday	Galaxy	5, 12, 19, 26
	Sunday	PaGetty	6, 13, 20, 27
	Sunday	Tara	6, 13, 20, 27
Rusape	Friday	Joes Place	4, 11, 18, 25
	Friday	KenMart	4, 11, 18, 25

f Golden Pilsener

Choose Forward. Choose Golden.

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

NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YEARS

Precision. Patience. Perfection



Castle Lite Turns Up the Volume with Successful 'Lite Nights' Events

Castle Lite continues to strengthen its connection with consumers through music-led experiences and strategic outlet activations. The brand hosted two Lite Nights micro-events—first at The Smokehouse in Bulawayo on April 19, followed by The Jam Tree in Harare on June 21. These events were crafted to boost Castle Lite draught and 340ml NRB consumption, supported by special bucket deals to drive sales and reinforce the brand's draught presence in key outlets.

With performances by top local DJs, both activations saw strong turnout, increased footfall, and a noticeable uplift in brand visibility and consumer engagement. Castle Lite continues to lead in delivering refreshing experiences that keep the brand top of mind in the on-trade environment.





NOTHING HITS LIKE
**EXTRA
COLD**



Castle Lite Refreshes the Scene at Munch & Sip Festival

Castle Lite was the official beverage partner at the inaugural Munch & Sip Festival, held on April 20 at Harry Allen Golf Club. The event provided a strategic platform to enhance brand visibility within premium, social out-of-home occasions.

Castle Lite activated its presence through curated meal-pairing experiences, allowing attendees to enjoy perfectly matched food and beer combinations. The festival's vibrant, music-led atmosphere also helped reinforce Castle Lite's premium lifestyle positioning, while driving trial and boosting consumer engagement through sampling.

Participation in the event further strengthened the brand's connection with a socially active, experience-driven audience.



Castle Lite Connects Sport and Refreshment at Victoria Falls Marathon

Castle Lite once again took center stage as the official beverage partner of the Econet Victoria Falls Marathon, blending sport, lifestyle, and refreshment in one of Zimbabwe's most iconic events.

In the lead-up to race day, Castle Lite activated across key trade outlets, offering six-pack buyers of cans or NRBs the chance to win instant prizes through a lucky dip mechanic. The promotion drove excitement, increased sales, and boosted foot traffic in participating liquor stores.

On race day, Castle Lite delivered a cool finish-line experience, with over 200 runners sampling the crisp lager after completing their race. The activation reinforced the brand's appeal to health-conscious consumers who enjoy a balanced lifestyle—staying active while enjoying moments of refreshment in moderation.



Castle Lite Drives Retail Excitement with Unlock Trade Promotion

Castle Lite lit up July with the launch of its Unlocks Trade Promotion, seamlessly linking the brand's biggest cultural moment to the retail environment. Shoppers who purchased two participating packs stood a chance to win an all-expenses-paid VIP trip to see Grammy-nominated star Travis Scott live in Johannesburg.

The campaign activated across multiple touchpoints, generating strong visibility through bold press coverage, social media buzz, and standout gondola-end displays in leading retail chains—driving both excitement and sales.



Bohlinger's Lager Rolls Out "100% Crisp" Intrinsic Campaign

Bohlinger's Lager has launched its "100% Crisp" intrinsic campaign across trade and digital platforms, aimed at reinforcing the brand's premium liquid credentials and refreshingly crisp character.

The campaign includes a series of targeted activations, such as bucket specials during the Heroes Holiday, with more events planned to drive sampling and boost product understanding among consumers and trade partners.

Shoppers who purchased 2- or 3-unit packages during activations stood a chance to win branded merchandise, creating added excitement and encouraging trial. The brand remains committed to making a bold impact in-market by focusing on volume growth and a deeper consumer connection.



Bohlinger's Lager Brings the "100% Crisp" Experience to Life

Bohlinger's Lager continued to drive its "100% Crisp" Intrinsic Campaign, reinforcing the brand's premium liquid credentials and its uniquely crisp, refreshingly different character. The campaign focused on building a strong consumer connection by ensuring that what customers see on digital platforms is consistently reflected in trade.

Throughout the period, activations were rolled out across all territories, allowing consumers to experience the brand's intrinsic qualities firsthand. Monthly digital communication further amplified the message, helping audiences recognise, understand, and resonate with the crisp identity of Bohlinger's Lager.

November brought to life an exciting series of Bohlinger's Karaoke Nights, hosted every Thursday at Centurion Pub & Grill. This vibrant activation was supported both in-outlet and across digital platforms, designed to drive engagement, consumption, and overall brand visibility.

The Karaoke Nights created the perfect atmosphere for consumers to unwind, sing along, and enjoy great company, all over an ice-cold Bohlinger's Lager. Beyond entertainment, the platform is encouraging trial and fostering repeat purchase at the bar, strengthening Bohlinger's presence within the social drinking occasion.



Dollar Deals Campaigns

Delta continues to strengthen its affordability proposition through the Dollar Deals campaign and has included it in its go-to-market vernacular messaging.

The campaign focused on the 300ml RGB, which is currently on promotion at \$1 for 4. They continue to share the message through POSM, social media, press, radio, and Google adverts.



Recipe for Magic Campaign Celebrates Everyday Connections

The Recipes for Magic (RFM) campaign continues to celebrate the beauty of everyday moments, spotlighting meaningful connections across different times and regions. From shared meals to spontaneous celebrations, RFM invites people everywhere to create their own unique recipes for magic.

This campaign celebrates the magic found in everyday connections, whether big or small. The campaign was brought to life through the-line, with strong in-store presence through POSM, ready to eat and dry goods combos and a vibrant digital layer powered by ongoing influencer engagement. Our creators are helping to spark conversations and inspire audiences to find magic in the ordinary, one shared moment at a time.

Whether online or in-store, the magic is real and it's growing.



Share A Coke 2025: Creating Real Connections in a Digital World

August 2025 marked the exciting launch of Share a Coke 2025, a campaign designed to resonate deeply with Gen Z—a generation driven by authentic connection and meaningful moments.

In a world where digital interactions often fade quickly, Share a Coke 2025 brings back the joy of tangible sharing. With personalized Coke, Gen Z's can express affection, celebrate friendships, and create lasting memories in a way that feels real and enduring.

This year's campaign celebrates the affinity seekers—those who believe that sharing is more than a gesture; it's a heartfelt way to say, "You matter." Whether you're reconnecting with old friends or making new ones, picking up a personalized Coke is your invitation to make every moment count.

The Share a Coke 2025 campaign has captured hearts and sparked conversations nationwide, earning widespread acclaim for its creativity and impact. Its powerful reception was recently recognized with three prestigious awards at the National Exceptional Marketing Awards, solidifying its place as one of the year's standout marketing successes.

- Best Social Media and Digital Marketing Campaign of the Year 2025 - Share A Coke
- Best 360 Degrees Campaign of the Year 2025 - Share A Coke
- Best Outdoor Advert of the Year 2025 - Share A Coke

Every share is an act to say, "I see you and what you mean to me".

Every share is an opportunity to create new memories together.

Every share is a chance to uplift friendship groups.

With Share A Coke, every share is one we can hold and behold for years to come.

share a
Coke.



Share A Coke 2025 Launch Highlights



Building Connections Through Wellness: Patricia Murambinda Shares a Coke with Purpose



As part of Delta Beverages' ongoing commitment to fostering wellness and meaningful stakeholder engagement, the Group Corporate Affairs Manager, Patricia Murambinda, recently shared a moment of appreciation with colleagues from the Zimbabwe Business Council on Wellness (ZBCW) — formerly the Zimbabwe Business Council on AIDS — where she serves as a board member.

During the engagement, Patricia handed over personalised Share a Coke cans to fellow board members and partners — a symbolic gesture that underscored the values of connection, recognition and shared purpose. Reflecting on the experience, Patricia noted that while the gesture was small, it carried deep meaning. "Organisations such as ZBCW play a critical role in advancing workplace wellness, public health advocacy and sustainable social impact across business and communities," she said.

Her involvement reflects Delta's broader commitment to corporate citizenship and leadership with purpose, ensuring that wellness and sustainability remain at the heart of business operations. Through continued collaboration with ZBCW, Delta Beverages continues to support initiatives that promote healthier, more resilient workplaces in Zimbabwe — championing both people and progress.

Sharing a Coke with the Communicators – Strengthening Professional Bonds



Delta Beverages' Group Corporate Affairs Manager, Patricia Murambinda, recently had the pleasure of handing over personalised Share a Coke cans to members of the Zimbabwe Association of Business Communicators (ZABC) Board — a simple gesture celebrating partnership, appreciation and the relationships that strengthen the communications profession.

Moments like these, Patricia noted, remind us that meaningful engagement is built not only through strategy, but through connection and mutual respect. "At Delta, we value the role that industry bodies like ZABC play in shaping ethical, effective and impactful communication across the sector," she shared. The gesture reflects Delta's appreciation for collaboration within the communications community and its belief that authentic connection is at the heart of lasting partnerships and professional excellence.





Sharing a Coke with MAZ – Celebrating Collaboration and Connection

This afternoon, Delta Beverages' Group Corporate Affairs Manager, Patricia Murambinda, had the pleasure of handing over personalised Share a Coke cans to Enia Zimunya, Marketing Manager at the Marketing Association of Zimbabwe (MAZ). It was a simple but meaningful moment that reflected the power of brands to create connection, appreciation and shared experiences.

The engagement highlighted the strong relationship between Delta and the MAZ team — a partnership grounded in mutual respect and a shared passion for advancing the marketing profession. “At Delta, we value strong relationships with industry partners and the role collaboration plays in strengthening Zimbabwe’s marketing and communications ecosystem,” Patricia shared. “Thank you, Enia, for the engagement and the continued work in supporting the growth of our industry.” Through such gestures, Delta continues to celebrate the people and partnerships that make purpose-driven communication possible.

share a
Coke.



Sharing a Coke with CZI – Strengthening Industry Partnerships

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ShareACokeZim | Celebrating Leadership and Partnership

Delta Corporation Chief Executive Officer, Mr. Mathlogonolo Valela, handed over a personalised Share a Coke to the Minister of Industry and Commerce, Honourable Mangaliso N. Ndlovu, as part of the ongoing #ShareACokeZim campaign. The gesture celebrates leadership, partnership, and connection — reflecting Delta's commitment to strengthening relationships with key stakeholders and recognising the people who continue to shape Zimbabwe's industrial growth. Through initiatives like #ShareACokeZim, Delta continues to showcase the e. Gppower of brands to create shared moments, inspire collaboration, and celebrate those driving progress across the nation.



Recently, Delta Corporation Chief Executive Officer, Mr. Mathlogonolo Valela, handed over a personalised Share a Coke to the Minister of Industry and Commerce, Honourable Mangaliso N. Ndlovu, as part of the #ShareACokeZim campaign. The gesture highlights Delta's commitment to strengthening partnerships, celebrating leadership, and connecting Coca-Cola brands with the people who continue to shape Zimbabwe's industrial growth. Through #ShareACokeZim, Delta celebrates meaningful connections and the shared purpose that drives collaboration, innovation, and national progress.



ShareACokeZim | Celebrating Partnerships that Refresh

As part of the ongoing #ShareACokeZim campaign, Delta Corporation's General Manager – Corporate Affairs, Patricia Murambinda, has been engaging key partners across the media industry—celebrating connection, collaboration, and shared purpose. Recently, Patricia had the pleasure of handing over personalised Share a Coke cans to Mr. William Chikoto, CEO of Zimpapers; Mr. Jeremiah Bvirindi, Managing Director of AB Communications; and Mr. Sugar Chagonda, CEO of the Zimbabwe Broadcasting Corporation (ZBC).

These gestures symbolise Delta's appreciation for the enduring partnerships with Zimbabwe's leading media houses — relationships that help tell the Coca-Cola and Delta story with authenticity, reach, and impact. Every name, every can, every story serves as a reminder that behind every brand is a person, and behind every collaboration, a purpose. Through #ShareACokeZim, Delta continues to celebrate the power of connection — refreshing relationships that drive communication, storytelling, and shared growth.



ShareACokeZim Connecting Brands and People

As part of the #ShareACokeZim campaign, Delta Beverages Group Corporate Affairs Manager, Patricia Murambinda, had the pleasure of handing over a personalised Share a Coke can to Mr. Pilate Machadu, CEO of Daily News, 3Ktv, and Financial Gazette, at their offices. The gesture celebrated partnership and the power of authentic connection between Coca-Cola brands and one of Zimbabwe's leading media voices. Every can tells a story — of friendship, collaboration, and shared purpose. Here's to many more refreshing moments together!





Christmas

The festive season is all about sharing moments that truly matter. Whether you're gathered around the table or connecting virtually, make every celebration special with a delicious meal and an ice-cold Coca-Cola. Because the holidays aren't just about food, they're about joy, togetherness, and creating lasting memories. Wherever you are, Coca-Cola is the #1 choice to bring people closer at mealtimes. Cheers to sharing the Christmas spirit—one sip at a time!





WHEN YOU
CRAVING
THAT THING
WANTA?

FANTA™



Wanta Fanta Campaign

The campaign is designed to connect with Gen Z.

The “Wanta Fanta” campaign continued with the goal of reigniting Fanta’s recruitment momentum while sparking product trials and vibrant conversations. This vibrant initiative is designed to build stronger connections with Gen Z, tapping into their unique spaces and lifestyles. It encourages them to satisfy their cravings with the irresistibly delicious taste of Fanta, while sparking lively conversations and moments of joy.

To make the experience even more irresistible, the campaign is supported by simple combo executions, pairing Fanta with savoury snacks to deliver a perfect flavour match that’s easy to enjoy anytime, anywhere.

Crave the fun. Taste the bold. Wanta Fanta?



Seasons Greetings



We are Delta Corporation - Brighter Together

Delta World Magazine

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