



**Coca-Cola Africa**

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## **Top Food Vendors Battle it out at DSTV Delicious Festival**

As a country that is affectionately known as the melting pot of diverse and rich cultures, it is no wonder that the one thing that brings us all together as a nation is food. This was evident when Coca-Cola embarked on a taste journey through the introduction of the Coke Food Fest competition which would see the winners walking away with R150 000 in prizes.

The annual Coke Food Fest competition allows food vendors to be creative and come up with meals that are paired with a Coca-Cola beverage. “Coke® and meals go better together”. The competition which received rave reviews from voters which ran from 1 May to 31 August 2018 and included categories such as ‘On the Go, Gourmet and Traditional’.

“The key objective for the campaign was to support, showcase and celebrate South Africa’s diversity through great food. This also pushed our food vendors boundaries, resulting in some very appetising food pairings,” says Michelle Cloete, Coca-Cola Marketing Manager.

To enter the competition, consumers were requested to purchase a Coca-Cola Food Fest Meal Combo at a participating food vendor and vote by dialling USSD code \*120\*4862#, entering the outlet participation number and following the prompts. The top 15 food vendors were then give the opportunity to showcase and sell their Coke and meal combos at the DSTV Delicious International Food and Music Festival, held at the Kyalami Race Track during the Heritage Day Weekend. The 20 000 strong attendees enjoyed music performances from global music icon Erykah Badu, House music sensation Louie Vega and many South African local artist.of our local artists.

Those who participated through the voting element stood in line to win awesome prizes which included airtime, pot sets and VIP tickets to the two-day festival.

To conclude a very eventful and well attended festival, well known South African Chefs judged the meals on offer and the winners were awarded with R150 000 each within the three food categories. The amount was made up of R90 000 cash prize and a R60 000 for their outlet revamp.

The winnings food vendors were as follows:

- Gourmet Category: Yumcious (Western Cape),
- Traditional Category: Bokamoso (Inland)
- On The Go Category: BP Waterloo (Coastal)



Coca-Cola will continue to seek viable opportunities to showcase that “Coke® and meals Tastes better together”.  
Ends.

### **The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is a total beverage company, offering over 500 brands in more than 200 countries. In addition to the company’s Coca-Cola brands, our portfolio includes some of the world’s most valuable beverage brands, such as AdeS soy-based beverages, Ayataka green tea, Dasani waters, Del Valle juices and nectars, Fanta, Georgia coffee, Gold Peak teas and coffees, Honest Tea, innocent smoothies and juices, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater and ZICO coconut water. We’re constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We’re also working to reduce our environmental impact by replenishing water and promoting recycling. With our bottling partners, we employ more than 700,000 people, bringing economic opportunity to local communities worldwide. Learn more at Coca-Cola Journey at [www.coca-colacompany.com](http://www.coca-colacompany.com) and follow us on [Twitter](https://twitter.com/CocaCola), [Instagram](https://www.instagram.com/cocacola), [Facebook](https://www.facebook.com/cocacola) and [LinkedIn](https://www.linkedin.com/company/cocacola).

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