

Fifty years of crowning moments as Appletiser goes golden

Appletiser will celebrate its golden anniversary this year and intends to celebrate its 50 years of crowning moments with one special year of creating them.



Appletiser was first created in 1966 by Edmond Lombardi in the Elgin Valley in the Western Cape, where it is still produced today.

To celebrate the 50 years of crowning moments Appletiser is going to make 2016 a year to remember by creating a number of extraordinary moments. Over the next 12 months Appletiser will be giving away a trip to Royal Ascot in the UK, a trip of a lifetime to experience New Year's Eve in Times Square to watch the ball drop, there will also be a number of competitions for hampers, gifts and experiences to be won as well as something special that will be launched later on this year.

"We wanted to make sure that we celebrate our golden anniversary in the best possible way and what would be better than to crown the moment for our fans and supporters. We want an opportunity to say thank you to them for the continued support over the past 50 years, without the support of the public Appletiser as a brand would not be where it is right now," said Andrea Shuttleworth, Appletiser marketing executive.

Keep an eye out on Appletiser's social media pages ([Facebook](#), [Twitter](#) @AppletiserZA or go to www.appletiser.co.za) for more information on the brand's 50th anniversary celebrations.