

Castle Lite launches limited edition re-sealable pack

The Re-Sealable Platinum Edition Pack from Castle Lite will only be available in Gauteng from 28 April to 30 June 2014 and only sold at Pick n Pays, selected liquor stores and premium bars. It will offer consumers the opportunity to unlock the latest local and international music from the brand's Extra Cold Music platform with the unique code on the pack.



"Consumers who purchase a re-sealable Platinum Edition Pack will get access to five new music tracks that will be released every Friday at 9pm. These songs will be available and valid for a free download on the platform for seven days on the music platform, after which five new songs will be released," explains Andrea Quaye, GM of Castle Lite.

The brand has taken innovation to the next level with the launch of its latest packaging concept - a re-sealable 470ml aluminium bottle, ensuring that the beer is kept colder for longer for continued extra cold enjoyment.

For more information, go to www.castlelite.co.za.

For more, visit: <https://www.bizcommunity.com>