

Live on the light side with Vawter Hard Seltzer and embrace all sides of yourself

Issued by [Heineken Beverages](#)

13 Oct 2021

Vawter Hard Seltzer is the exciting new product launched earlier this year by Distell, the market leading innovators in the ready-to-drink category in South Africa. Vawter Hard Seltzer is a unique range of spirit coolers: vodka and sparkling water with natural fruit flavours that is lower in sugar and alcohol content, allowing consumers to fully **embrace the many different sides of themselves** - the side that wants to flow on the dance floor, the side that wants to flow on the yoga mat, the side that wants to work like a boss, the side that wants to workout like a boss. With Vawter Hard Seltzer, you can live life light and do it all.



Vawter is ideal for guys and girls looking for an alternative light alcoholic beverage that offers all of the Sunday-Funday with none of the Blue Monday. Embodying the brand proposition of: "Hard Seltzer - Light Living", Vawter is low in sugar, low in alcohol content (3.5% Alc), and with only 29 kCals per 100ml, the range allows South Africans the opportunity to balance fun times with responsible choices.

The range includes three deliciously fun, and refreshingly light natural flavours: juicy Grapefruit, refreshing Cucumber, and zesty Lemon & Lime. Because sometimes you want to work out and sometimes you need to chill out. Sometimes Vodka, sometimes Vinyasa, but always #balanced.



Banele Msimanga, Vawter Hard Seltzer brand manager, says, "Moderation; conscious consumption and mindful living have become an increasing priority amongst South Africans. The Vawter Hard Seltzer range was crafted to meet this consumer need, and deliver refreshing and natural fruit flavours that allow for a balanced lifestyle without compromising on good times – giving our consumers the opportunity to embrace and enjoy the many different sides of themselves."

Vawter Hard Seltzer, in Grapefruit, Cucumber and Lemon & Lime, is available at leading retailers nationwide in two convenient can sizes: a 440ml four-pack at only R69.95; and 300ml six-pack at only R79.95.

To learn more about Vawter Hard Seltzer, visit www.vawter.co.za and follow: @vawterseltzer on Instagram, Facebook and Twitter, and look out for the hashtags #Vawter #VawterHardSeltzer #HardSeltzer #LightLiving #DrinkResponsibly.

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HEINEKEN Beverages was formed in 2023 following the merger of HEINEKEN South Africa, Distell and Namibia Breweries Limited.

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