

# Savanna Premium Cider is bringing the spice with the new 'Chilled Chilli'

Issued by [Heineken Beverages](#)

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We all know that Savavi is not only the people's most loved cider it's also the most innovative. So the world's spiciest nation is now home to the world's first spicy cider because #SiyavannaSouthAfrica. Don't worry, this easy drinking cider is not too hot or spicy, it's crisp and dry with hints of chilli and ginger. And it's utterly refreshing, in more ways than one.



The advertisement features a central image of a chilled bottle of Savanna Chilled Chilli Premium Cider. The bottle is condensation-covered and has a lemon wedge on its neck. A red circular sticker on the bottle reads "New Chilled Chilli Flavour". The background is a vibrant yellow with a subtle pattern of water droplets. In the top left corner, the "SIYAVANNA SOUTH AFRICA" logo is displayed, featuring two hands in a traditional gesture. The main headline, "Spicy. But Chilled.", is written in large, bold, red letters on a white, torn-paper-like background. Below this, a smaller white banner states, "Crisp and dry with hints of chilli and ginger." At the bottom of the bottle, there is a lemon wedge, two red chili peppers, and a discarded bottle cap. The tagline "It's dry, but you can drink it." is positioned at the bottom left, accompanied by a small silhouette of a savanna landscape.

SIYAVANNA  
SOUTH AFRICA

New  
Chilled  
Chilli  
Flavour

**Spicy.  
But Chilled.**

Crisp and dry with hints  
of chilli and ginger.

Savanna  
PREMIUM  
CIDER  
CHILLED  
CHILLI  
CHILLI FLAVOUR ALC 5.5%

It's dry, but you can drink it.

“We are all about doing things differently and are known for challenging the norm with our products and unique experiences. Savanna Chilled Chilli is the beginning of a new trend when it comes to ciders and the product you need to spice up your next get-together and spark up conversations”, says Eugene Lenford, marketing manager at Savanna. “Our new spicy kid on the block is just in time for spicier times. South Africans love a bit of spice when it comes to food, drinks, the weather and even their tweets. This innovation is boundary pushing in a sea of safe innovations around fruit flavours.”

There’s nothing ‘safe’ about the campaign either. It begins with the launch of the Chilled Chilli TVC starring Chakalaka Norris, South Ahhh’s very spiciest. How spicy? So spicy he eats Nando’s chicken in Savanna ads. Yes you read that right. Two of SA’s spiciest brands have hooked up a collab on this campaign to show the industry flames, and a special meal combo is available at licensed Nando’s stores nationwide. ❖❖

If that isn’t enough, you can also get the erm, VIP treatment at an exclusive pop-up experience called the BS BAR. The ‘BS’ stands for ‘Bad Service’ and it sure is the spiciest establishment to grace South Africa in 2022. One thing is sure, it will have you in stitches and there will be plenty Savanna Chilled Chilli to try.

Now at all major liquor outlets new Savanna Chilled Chilli is available in 330ml bottle. Best served chilled, it delivers the crisp, dry premium cider experience that you know and love, with hints of chilli and ginger. Easily identifiable with a hint of red on the bottle and with an alcohol percentage of 5.5%, Savanna Chilled Chilli is the hottest new accessory in stores, bars and taverns across SA.

Spicy. But Chilled.

#SpicyButChilled #SiyavannaSouthAfrica #StaySafe

Savanna promotes responsible drinking. Not for persons under 18.

For more information, follow Savanna’s social media channels or go to [www.savanna.co.za](http://www.savanna.co.za).

Instagram: @savannacider

Facebook: @SavannaCider

Twitter: @SavannaCider

YouTube: SavannaCider

**About Savanna – It’s dry, but you can drink it.**

Savanna is a premium, crisp, apple cider with a distinctive dry taste. It is one of the largest cider brands in the world and is available in over 60 countries. Since its launch in 1996, SavannaPremium Cider has won the hearts and funny bones of

consumers with its intelligent, dry and witty sense of humour.

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