

# Savanna brings South Ahh the coolest Savivis in the coolest cooler box of the season

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Summer is upon us, and with the long hot days, and busy social schedules, there is a need for us to get out the trusty, old cooler box. Or do we? Introducing the limited-edition Savanna Summer Chill Pack. You get twelve 500ml Savanna Dry in a waterproof box, that just needs ice, turning your newly acquired yellow box of crisp and dry beverages into a cooler box filled with ice-cold, deliciousness.



Simply open the handy pre-perforated opening on the top of the box, add in some ice, and relax while science gets your Savanna's nice and ice-cold. To introduce the pack to South Ahh, meet the 'Ice Boys' South African comedians, Ebenezer and Mo, here to ensure this summer isn't ruined with warm Savivi's..

This new innovation showcases how Savanna understands South Ahh with a simple ice pack that ensures everyone's

favourite cider remains crisp and dry this Summer.

"When we say Siyavanna South Ahh, we always seek to add value. With the new Savanna Chill Pack, we introduce the perfect solve for the Dezemba cooler box season." Says Mathew Walton, marketing manager: Premium Ciders and FABs for Heineken Beverages.

*Savanna Premium Cider, it's dry, but you can drink it.*

#SavannaSummerChillPack #SiyavannaSA



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, Savanna Premium Cider has won consumers' hearts and funny bones with its intelligent, dry and witty sense of humour.

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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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