

Grapevine scoops PR account for King Pie's retail division

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Grapevine Communications has been appointed by one of the top pie brands in South Africa, King Pie, to manage the PR/communications for their launch into retail.

Grapevine won the pitch due to their track record in the FMCG sector and 18 years' experience in the PR and communications field. Grapevine has worked with other leading FMCG brands such as AVI Limited, Foodcorp, KWV and Tiger Brands.

King Pie's Dewald de Vos, national sales manager retail, says the company has entered the retail frozen foods sector with their famous pies for baking at home, and was looking to partner with a PR/communications agency with not only the expertise in FMCG, but the ability to find creative ways to approach the media and build relationships.

"We are aware that Grapevine has strong media relations and is well known in the FMCG sector," says Dewald. "Our marketing consultant Lauren Siebrits indicated she had worked with Grapevine previously and therefore the agency came highly recommended." Grapevine MD Marie Yossava says, "We are known for our proactive approach and for seeking out every possible angle for our clients. With a strong foothold in the FMCG sector we are well positioned to partner with King Pie and are excited about the exciting developments ahead."

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