

Jameson launches platform to help restaurants and bars

Irish whiskey brand, Jameson, officially launched a new platform intended to help restaurants, pubs and wine bars recover and rebuild following the financial impact of Covid-19 regulations.



Image supplied: Jameson launched 'Jameson Supper Club' on 31 March

The new platform - Jameson Supper Club – was launched at Johannesburg restaurant, A Streetbar Named Desire on 31 March.

“As a brand, we place our consumer and partner outlets at the forefront of everything we do. So, when the devastating impact of Covid-19 started having its toll on their operations and social gatherings, we knew that, as Jameson, we had to find ways to be able to provide some respite once the restrictions were lifted in earnest,” said Jameson brand manager, Vuyisile Dlepu.



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At the same time, the brand would need to find meaningful ways to create brand experiences that would continue building brand equity and salience within its market.

“Together with our partner agency, Rapt Creative, we were able to not only conceptualise a campaign platform, we further executed it at a level that, as attested by the reaction of market, would allow us to roll it out in other provinces to ensure that the experience is shared among all our other partner outlets,” Dlepu added.

“The Jameson Supper Club allows us to celebrate the spaces we all love that bring us together as a community and enjoy curated menus, delicious whiskey cocktails and lineups that bring the heat!” Dlepu concluded.



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Jameson Supper Club will soon be ‘popping up’ in other cities, including Cape Town and Durban.

Consumers hoping to be part of the next pop-up experience can register online to stand a chance to be invited to the respective events [here](#).

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