

## Hot sauce brand launches with social media campaign

The Original Louisiana Brand Hot Sauce has found its way to South Africa and is the first country to have its own social media channels for the brand.

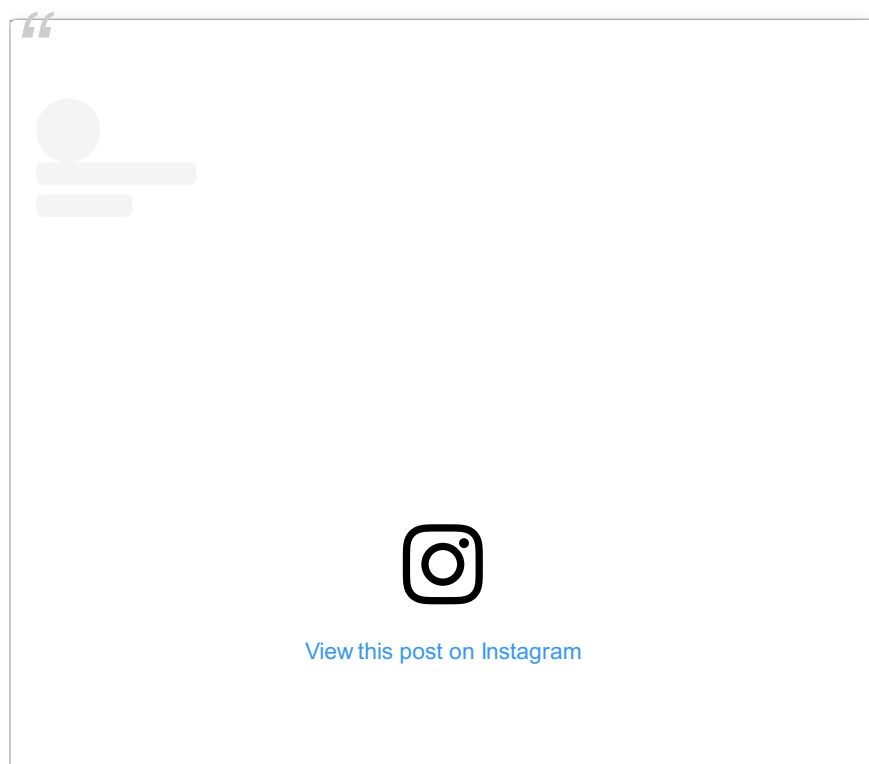


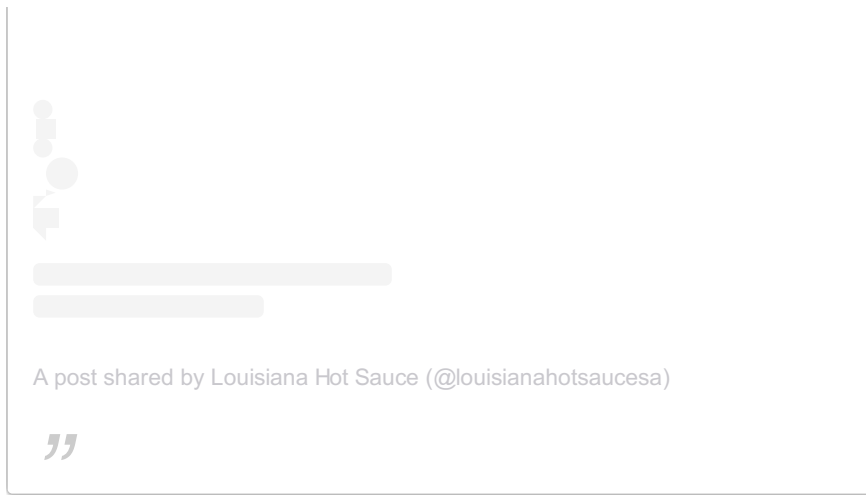
Source: FB Louisiana Brand Hot Sauce

The sauce, which can be found at over 350 independent retailers and at almost 200 Spar stores, local has launched on social media platforms in the country.

The sauce, which is described as the hot sauce for many who enjoy heat without compromising on flavour, was brought to South Africa in 2021 by local company Cracking Cravings.

As part of its digital strategy, the Louisiana Hot Sauce SA Instagram account has combined brand content, influencer and user-generated content to showcase how South Africans are enjoying their hot sauce.





The brand also recently underwent a refresh that saw its branding in South Africa mirroring its global CI.

Louisiana Hot Sauce got its start in 1928 in New Iberia, Louisiana.

More than 95 years later, Louisiana Hot Sauce is still made the same way in the same place. Louisiana is famous for its Mardi Gras celebrations, being the birthplace of American blues and its Cajun and Creole cuisine.

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