

## Jägermeister announce Back The Artist winner

This year's winner of Jägermeister Back The Artist, an annual competition that searches for South Africa's musical talent, is Phumuze Mnchu (also known as Cido Mooi).

The youngster from Alexandria in Johannesburg was one of five to take to the stage at the finale event held at The Good Luck Bar on 14 October. Each finalist gave three song performances. Mnchu's set of hip hop, electro and house beats was well-rounded and the audience had already given him the official nod of approval before the completion of his second track.



"The best thing about this amazing opportunity is that it will really help me with my career. I have an album and music videos, but I've really been lacking this sort of support that Jäger Music is able to give me," says Mnchu.

The next step for Mnchu is the release of his latest music video, as well as stepping into studio with Reason HD as part of the grand prize that Back The Artist offers.

### Pursuing a musical career

The event was preceded by a Music Seminar with speakers such as Siya Metane (SlikourOnLife) and Reason HD speaking on relevant topics and giving insights into the music industry pertaining musicians who would like to step into a serious music career and the challenges that could lie ahead.

For more news and releases on the 2016 winner check out:

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