

# Castle Lager celebrates local farmers and ingredients with Homegrown campaign

Castle Lager recently kicked off its Homegrown campaign at a grower's event in Caledon, an event with the aim to celebrate excellence and recognise the farmers who grow the ingredients that go into making Castle Lager.



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The Homegrown campaign is geared to paying homage to the beer's locally-produced ingredients as well as farmers who make it possible for Castle Lager to be brewed with the same dedication and commitment to quality since 1895.

The iconic beer is brewed with locally-produced barley, hops, water and maize.

## Redesigned packaging to pay tribute to ingredients

As a nod to its home-grown ingredients, Castle Lager will redesign its packaging to pay tribute to the ingredients. Four well-renowned South African artists have been commissioned to design the Castle Lager can, with the four home-grown ingredients as their inspiration. The cans will appear as a limited-edition pack this summer.

The artists charged with bringing the home-grown ingredients to life are Karabo Moletsane, Heidi Chisholm, Cameron Platter, and Bruce Mackay. Their "take" on the ingredients will be presented in exclusive pieces of art in the upcoming months.

## Positioning beer as an agricultural product

"As a brand, we are extremely proud of our heritage, and the fact that our ingredients are mostly homegrown," says Vahith Baliram, Castle Lager South Africa's brand manager.

“Over the past couple of years, we have seen a tremendous proliferation in the beer market, and as a leader in the category, we are positioning beer as an agricultural product, something that is grown... something that connects people to the land, and people to each other,” says Baliram.

“The people who farm these ingredients are important to the process of producing a Castle Lager,” he explains. The Grower’s event is a celebration of the farmers as an integral part of the brewing process,” he adds.

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