

# Siyavanna SA - thank you for the love! Ska wara, we're working hard not to let you go dry!

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South Africa's most popular premium cider, Savanna is currently in a situation every brand would love and hate to be in simultaneously. The enormous love and support from South Africans has resulted in a situation where the brand has doubled in size in the last twelve months, creating significant pressure on demand and supply. Some fans have been noticing their brand selling out fast and missing from fridges and shelves in their search for their favourite cider.



“We want to start by apologising and reassuring South Africans that millions of litres of your favourite cider is still being produced each week and allocated to local retailers to make sure that you do not miss your favourite crisp and dry cider, over the festive season. We are sorry for the low stock levels in stores but we are trying to keep up with you. We have seen exponential growth over the last year and we are working around the clock on solutions to produce and deliver more ice-cold crisp Savanna to customers and consumers across the country,” says Eugene Lenford, marketing manager, Savanna Cider.

For those thirsty for answers? It’s hard to pop bottles without the bottles! There is a global glass shortage further impacted by shipping delays as a result of the pandemic that has left a number of suppliers and producers on the back foot in the last twelve months. The demand for Savanna's range of premium ciders has exceeded supply for an extended period, but the premium cider producer is investing in additional capacity and working on a number of short, medium and long-term solutions to remedy this with glass and other suppliers to avoid future shortages.

“Savanna Premium Cider will continue to be available over the festive season in greater volumes than in previous years. We urge South Africans to be patient and are encouraged not to buy in bulk (remember what toilet paper taught us – leave some Savanna for others please!) and to continue to only consume alcohol safely and responsibly. If anyone has any questions or require any more information, our social media platforms will be sharing updates and news,” concluded Lenford.



Savanna promotes responsible drinking. Not for persons under 18.

For more information, follow Savanna's social media channels or go to [www.savannacider.com](http://www.savannacider.com)

Instagram: [@savannacider](https://www.instagram.com/savannacider)

Facebook: [@SavannaCider](https://www.facebook.com/SavannaCider)

Twitter: [@SavannaCider](https://twitter.com/SavannaCider)

YouTube: [SavannaCider](https://www.youtube.com/SavannaCider)

## About Savanna – “It’s dry, but you can drink it”

Savanna is a premium, crisp, apple cider with a distinctive dry taste. It is one of the largest cider brands in the world and is available in over 60 countries. Since its launch in 1996, Savanna Premium Cider has won the hearts and funny bones of consumers with its intelligent, dry and witty sense of humour.

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