

# The squad is glowing up! Bernini welcomes Linda Mtoba as 2022 brand ambassador

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The team behind Bernini - SA's much loved and only Natural Sparkling Grape Frizzante - has recently announced their brand ambassador - leading actress, social media personality and style icon, Linda Mtoba.



This announcement comes shortly after Linda celebrated her 30th birthday and took to social media to share the amazing news with her fans, who have already showered her with compliments in light of this fitting partnership.

“I couldn’t be more thrilled about joining the Bernini squad and representing such an empowering brand, as it is a natural fit for me and aligns with my beliefs. I absolutely love and appreciate the reception I have received thus far, and I look forward to going on this journey and continuing to encourage women to recognise that we are stronger together,” says Mtoba.

Bernini recognises the power of a supportive female network and this is why they have chosen to partner with a woman who shares the same vision of bringing women together, to embrace and support each other in what they do and stand for.

“We are delighted to announce Linda as our new brand ambassador – a multidimensional modern woman who recognises that she can be beautiful and compassionate, but also intelligent and bold. She can be a mother, nurturer, boss, and a

leader. She is ready to stand tall and seize opportunities to fulfil her purpose with the power of a supportive female network. She is the Bernini woman,” says Bernini marketing manager Tania Kotze.

As an ambassador for the brand, Linda will work closely with Bernini over the next year to create a community of incredible women supporting women. Through various campaigns, they will unpack the importance of being true to oneself and affirming others.

“Being a woman can sometimes be a struggle, especially in South Africa. We are superheroes surviving a day. I feel that Bernini understands this and celebrates the idea that every day I feel gorgeous, every day I feel empowered,” continues Mtoba

**“The Squad is Glowing Up** refers to the way we glow up as a close group of friends. While there are many things we leave behind when we glow up, our squad is not one of them – they are the ones we celebrate with when we reach our potential, because they helped us get there. **#TheSquadIsGlowingUp** with Linda,” concludes Kotze.

Bernini is a grape-based, ready-to-drink alcoholic brand produced in South Africa using only the finest quality ingredients. This premium RTD range is currently available in three natural sparkling grape frizzante variants – Classic, Blush and Amber.

If you would like to be part of the Bernini Glow Up conversations on social media, you can visit the [Facebook page](#) or follow Bernini on Instagram [@BerniniSA](#) and Twitter [@BerniniSA](#).

[#TheSquadIsGlowingUp](#)

[#NaturalSparklingGrapeFrizzante](#)

[#GlowResponsibly](#)

Bernini supports responsible drinking and encourages all South Africans to consume alcohol responsibly. Alcohol not for persons under 18 years.

#### About Bernini:

Bernini is a real Natural Sparkling Grape Frizzante for women ready to embrace their power, with the courage to be true to themselves. [#GlowUpOnOurWayUp](#) with Bernini Sparkling Grape Frizzantè. Available in Blush, Classic, and now also Amber (275ml NRB, 440ml CAN and 250ml CAN).

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HEINEKEN Beverages was formed in 2023 following the merger of HEINEKEN South Africa, Distell and Namibia Breweries Limited.

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