

# Savanna Premium Cider is bringing the spice with the new 'Chilled Chilli'

Issued by [Heineken Beverages](#)

17 Mar 2022

We all know that Savavi is not only the people's most loved cider it's also the most innovative. So the world's spiciest nation is now home to the world's first spicy cider because #SiyavannaSouthAfrica. Don't worry, this easy drinking cider is not too hot or spicy, it's crisp and dry with hints of chilli and ginger. And it's utterly refreshing, in more ways than one.



The advertisement features a vibrant yellow background with a subtle pattern of water droplets. In the top left corner, the 'SIYAVANNA SOUTH AFRICA' logo is displayed, featuring two hands in a 'V' shape. The central focus is a chilled bottle of Savanna Premium Cider, 'Chilled Chilli' flavour, which is condensation-covered and garnished with a lemon wedge. A red circular sticker on the bottle neck reads 'New Chilled Chilli Flavour'. To the left of the bottle, the text 'Spicy. But Chilled.' is written in large, bold, red letters on a white, torn-paper-like background. Below this, a smaller white banner states 'Crisp and dry with hints of chilli and ginger.' At the base of the bottle, there is a slice of lemon, two red chili peppers, and a discarded bottle cap. In the bottom left corner, a small silhouette of a savanna landscape is accompanied by the tagline 'It's dry, but you can drink it.'

“We are all about doing things differently and are known for challenging the norm with our products and unique experiences. Savanna Chilled Chilli is the beginning of a new trend when it comes to ciders and the product you need to spice up your next get-together and spark up conversations”, says Eugene Lenford, marketing manager at Savanna. “Our new spicy kid on the block is just in time for spicier times. South Africans love a bit of spice when it comes to food, drinks, the weather and even their tweets. This innovation is boundary pushing in a sea of safe innovations around fruit flavours.”

There’s nothing ‘safe’ about the campaign either. It begins with the launch of the Chilled Chilli TVC starring Chakalaka Norris, South Ahhh’s very spiciest. How spicy? So spicy he eats Nando’s chicken in Savanna ads. Yes you read that right. Two of SA’s spiciest brands have hooked up a collab on this campaign to show the industry flames, and a special meal combo is available at licensed Nando’s stores nationwide. ❖❖

If that isn’t enough, you can also get the erm, VIP treatment at an exclusive pop-up experience called the BS BAR. The ‘BS’ stands for ‘Bad Service’ and it sure is the spiciest establishment to grace South Africa in 2022. One thing is sure, it will have you in stitches and there will be plenty Savanna Chilled Chilli to try.

Now at all major liquor outlets new Savanna Chilled Chilli is available in 330ml bottle. Best served chilled, it delivers the crisp, dry premium cider experience that you know and love, with hints of chilli and ginger. Easily identifiable with a hint of red on the bottle and with an alcohol percentage of 5.5%, Savanna Chilled Chilli is the hottest new accessory in stores, bars and taverns across SA.

Spicy. But Chilled.

#SpicyButChilled #SiyavannaSouthAfrica #StaySafe

Savanna promotes responsible drinking. Not for persons under 18.

For more information, follow Savanna’s social media channels or go to [www.savanna.co.za](http://www.savanna.co.za).

Instagram: @savannacider

Facebook: @SavannaCider

Twitter: @SavannaCider

YouTube: 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, SavannaPremium Cider has won the hearts and funny bones of

consumers with its intelligent, dry and witty sense of humour.

- " **Three Ships Whisky launches a 13-Year-Old Single Malt Cape Ruby Cask finish** 14 May 2024
- " **Fosta the sound with Hunter's Premium Cider and Jacquel Culture House** 17 Apr 2024
- " **Jim Jeffries brought to you by Big Concerts and powered by Savanna Premium Cider postponed** 9 Apr 2024
- " **Heineken Beverages honours history of entrepreneurship** 4 Apr 2024
- " **Siyavanna SA - Get ready for the Savanna Comedy Bar 2024 spectacular comeback** 2 Apr 2024

#### [Heineken Beverages](#)



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

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>