



Fire & Feast

flavoured by



A fusion of taste

starts here

Saturday, Sunday & Monday
15 – 17 June 2024

Kyalami International
Convention Centre
Jo'burg

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In the business of
building businesses



*It is better to have burnt and lost
than never to have braaied at all*

- Mzansi

The Mzansi Food & Drink Show - A fusion of taste starts here.

Set to be the only one of its kind, The Mzansi Food & Drink Show boasts 5 events in 1. The event will draw **30,000+** food & drink lovers across Gauteng to the state-of-the-art Kyalami International Convention Centre; situated in the heart of Johannesburg's affluent Northern Suburbs.

South Africans are well known for our love of all things food & drink related. We enjoy sharing eating & drinking experiences with friends and family. Our cuisine reflects the diverse range of cultures that have been fused together in the melting pot of the various communities that make up our country. Just like our people, the South African menu is incredibly diverse; made from range of culinary traditions that over generations have fused together to produce the flavours and combinations that we share and enjoy today.

And, that's what this event is all about.

Food & drink type events are hugely popular in South Africa and serve as entertaining hubs for locals and tourists to visit. These food and drink festivals are a great way for new restaurateurs, farmers, food industry experts, chefs and people who own businesses in the food and drink industry to host visitors at The Mzansi Food & Drink Show and showcase their products and services to buyers and the greater public of South Africa and the world. They provide an opportunity for visitors to enjoy various cuisines and beverages; and experience local culture at the same time.

Visitors will be able to interact with their favourite chefs, enjoy food & drink tastings, cook-alongs, masterclasses, competitions and of course, beyond all the activities, there'll be an abundance of show hosts offering their latest and greatest products and services for everyone to enjoy and experience!

A wholesome, family day out over a long weekend that includes Father's Day and Youth Day.

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Fire & Feast

Braaing – It's in our blood

Whether outside Ellis Park, in the bush, up a mountain or on the patios of Clifton's most luxurious homes, every South African loves a good braai. And, we take it seriously!

At **The Fire & Feast Meat Festival** braai-guys and outdoor cooks will be exposed to all sorts of new techniques and products to help them take their braais to the next level and become the Braai Master that they dream of being.

Braai Wars, the Butchers Challenge, a Chilli Eating Competition and Plant Based Outdoor Cooking Masterclasses are just a few events on the exciting entertainment list that we're drawing up.

Things to enjoy at The Fire & Feast Meat Festival

For those who braai like their reputation is at stake, this festival promises to be a game changer. Aside from the flame-grilled delicacies that will be on offer, the sounds, smells and general vibe are sure to draw the crowd whether they're skilled with the tongs or not.

BRAAI WARS

Everyone with a bag of charcoal and a grill fancies themselves as a braai master but here we get to watch the pros at work and learn a trick or two. Who will be the victor and emerge King of the Braai?





NATIONAL BUTCHER'S CHALLENGE

It's not just about hacking at meat with a cleaver. The surgical precision with which a good butcher can seriously enhance the flavour of the cut. From the home biltong maker to the aspiring butcher there'll be something for every spectator to take home having witnessed the best of the best.

CHILLI-EATING COMPETITION

They say, "fortune favours the brave". Well only the bravest will sit on this panel. We've all seen these competitions on American Tv but never SA's toughest. This is where it's all going to happen – the cringe & the laughter for all to enjoy.



PLANT BASED OUTDOOR COOKING MASTERCLASSES

It may seem like a contradiction but even those seeking a healthier diet like to stand around the braai. These unique demonstrations & classes will draw a crowd of their own and are sure to be a rare treat for vegie lovers.





Marketing & PR

Leading up to the event in June 2024, the organisers will embark on an extensive marketing campaign.

With over **75,000+** followers already, The Mzansi Food & Drink Show will exponentially expand its social media reach by specifically targeting different groups based on their interests, social media behaviour and geographical location. We will be present on all popular platforms including Instagram, TikTok, Twitter and Facebook.

Bimonthly newsletters will be sent to announce updates and additions to the show and include tips & tricks and recipes from the experts.

The campaign will also be supported by radio, outdoor advertising and print advertising as well as an extensive PR campaign.

The Fire & Feast Meat Festival will be tagged into the master brand (The Mzansi Food & Drink Show) marketing campaign.

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Be a part of the fusion of taste.

Follow the Mzansi Food & Drink Show

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