



Food Market

presented by



MZANSI
food & drink show



A fusion of taste

starts here

Saturday, Sunday & Monday
15 – 17 June 2024

**Kyalami International
Convention Centre
Jo'burg**

Built by



In the business of
building businesses

*When homegrown is home cooked
it just tastes like home*

- Steve Clayton



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.



Mzansi Food Market – An escape from factory-made

It's always a pleasure to escape the supermarket aisles and have a conversation with someone who is passionate about their produce.

To keep things more interesting than simply shopping, we intend to host a variety of events that will appeal to anyone who's interested in making their own...

Things to do at The Mzansi Food Market

The Mzansi Food Market plans to take the market experience and magnify it like never before. Hosts of every kind will be offering goods that surprise and delight - from unexpected flavour combinations to innovative production practices. Whether the attendee is looking to grow their own or just wanting to discover something new, they're sure to find what they are looking for.





GROW YOUR OWN IN THE CITY

With the price of food going up many South Africans are seeking out ways to cut costs. This class will give practical tips on what to grow in a small urban environment and how to do it.

THE PESTO VS. PASTE COMPETITION

Not everyone with a blender has mastered the art of a good pesto. Yet, it is a firm flavour favourite. So, let's get the gurus to go up against each other and show SA how it's done.



THE ART OF PICKLING MASTERCLASS

There's a lot more to "pickles" than cocktail onions. And, it's an easy-to-do hobby and savoury sensation. Anyone who's interested in pickles has put a cucumber into a jar of vinegar but there's so much more to it. This is where the lovers of bitter-sweet will come to learn more.





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 Mzansi Food Market will be tagged into the master brand (The Mzansi Food & Drink Show) marketing campaign.

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Follow the Mzansi Food & Drink Show

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