



Fine Food & Wine

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**

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*A meal without wine
is like a day without sun*

- Jean Anthelme Brillat-Savarin

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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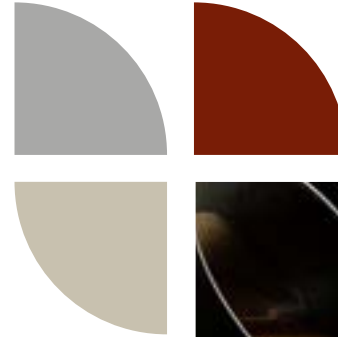
Fine Food & Wine – There is not one without the other

Even the most dedicated beer drinker can appreciate what a good wine adds to an amazing meal. It's the finest detail that transforms a bite-to-eat into an experience and, it's the epitome of "fusion".

The Fine Food & Wine Show promises to give even the ultra-connoisseur an education and open their minds to a bevy of unknown delights. Events and areas like; a Bespoke Wine Tasting Lounge, the Mzansi Junior Chef of the Year Competition and a Tablescapes and Settings Masterclass are sure to make even the most able host or hostess a celebrity within their dinner circles.

Things to enjoy at The Fine Food & Wine Show

The finest of detail transforms a bite-to-eat into a sensational experience. This event is sure to educate even the most spectacular host or hostess and make them the envy of their dinner party circles.





BESPOKE WINE TASTING LOUNGE

Everyone has their favourite until they try something new, And, as we all know, the wines of the world just keep getting better. This lounge will be a big draw card for sippers and collectors alike.

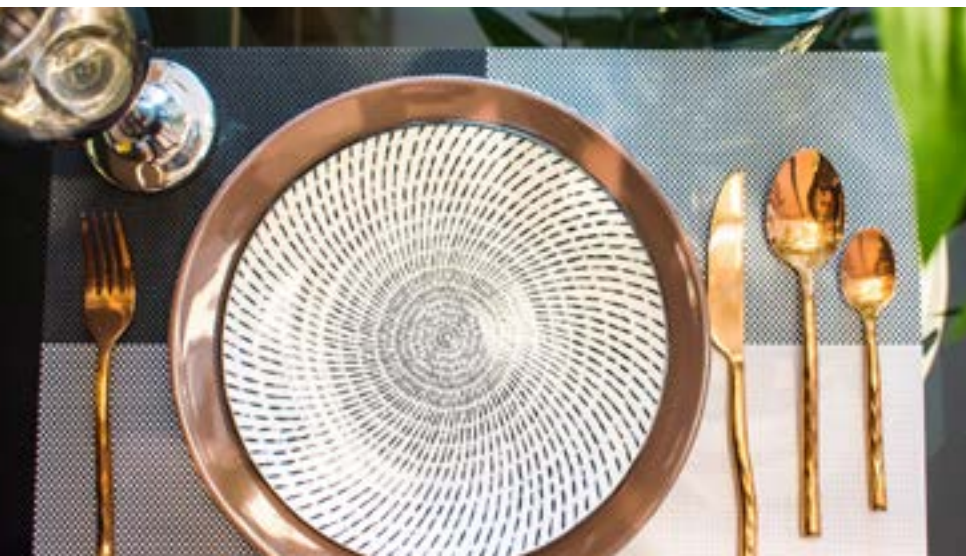
MZANSI JUNIOR CHEF OF THE YEAR

Reality food shows are never ending on TV these days and every viewer loves to be astounded by the culinary talent that some of the kids exude. What better than watching our Mzansi Youth display their cheffing skills live on Youth Day?



TABLESCAPES AND SETTINGS MASTERCLASS

Whether hosting a braai or an extravagant dinner party, the desire to impress is deep within us all. For those who take pride and joy in every place-setting, this class will be an absolute must.





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 Fine Food and Wine Show 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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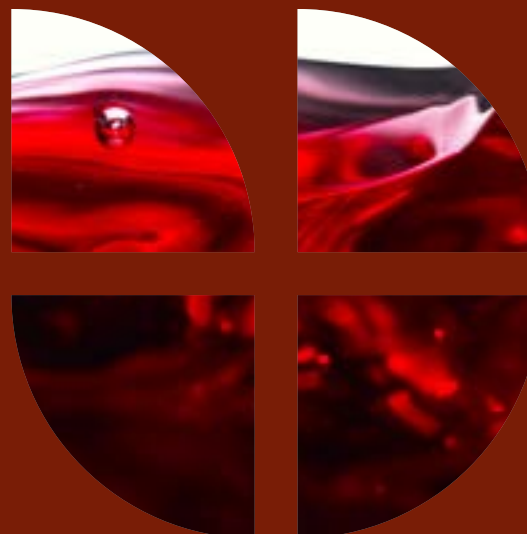
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