



Coffee & Chocolate

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

*When coffee dreams,
it dreams of chocolate*

- Gerry Lopez



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.





Coffee & Chocolate

Does anything go better together?

The Chocolate & Coffee Expo is sure to delight anyone who likes to indulge in good coffee, smooth chocolate or the magnificent combination of the two.

There are activities for all, from chocolate and coffee tastings & pairings to workshops on the origins of coffee, demonstrations on how to roast and pour the much-loved beverage, and those looking to perfect their chocolate making and coffee roasting can get handy tips from expert chocolatiers and baristas. And, for anyone who enjoys a range of pairings; complement wine, various liquors and whiskey with decadent pieces of chocolate.

Of course, beyond all the activities, there'll be an abundance of show hosts offering their latest and greatest coffee and chocolate related products and services for everyone to enjoy and experience!

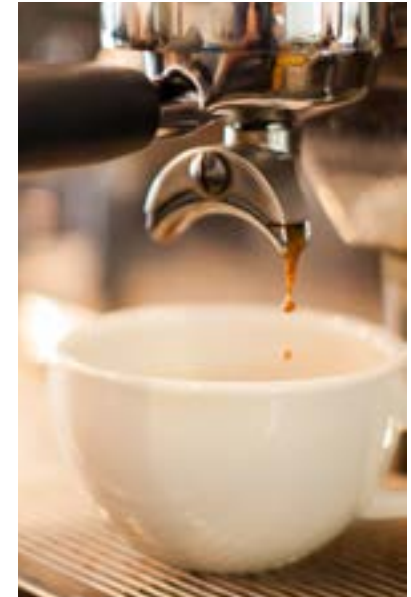
Things to enjoy at The Coffee & Chocolate Expo

If you have a sweet tooth, an affinity for caffeine or love the fusion of the two, then this is a must-see expo with delights that include ice cream, macarons, the finest of chocolate and coffee beans. Just some of our events for you to watch or even participate in are:

BARISTA CHAMPIONSHIPS

Anyone who's been into a boutique coffee shop knows that pouring a coffee has become more of an art than a task.

So let's put these folk to the test and discover SA's Van Gogh of coffee.





ROASTING WORKSHOPS

It's not "one coffee, two sugars and milk" these days. More and more people are invested in the perfect cup and are going to great lengths and expense, to start their day with perfection. Here's their chance to master that coffee moment.

PAIRINGS & TASTINGS

Like with food & wine, there's something to be said for the ideal coffee & chocolate pairing. Those who enjoy a little indulgent pleasure will love this experience.



CHOCOLATE DEMONSTRATIONS

We've all suffered the disappointment of grandma's homemade waxy treats. These demos won't just solve that but introduce the audience to a whole new world of blends and flavour combinations.





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 Coffee & Chocolate Expo currently has **50,000+** followers on social media and has attracted over **25,000+** visitors in previous years. Aside from a targeted PR and marketing drive to promote the event specifically to coffee & chocolate enthusiasts, it 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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