

Hunter's is refreshing summer and that spirit of Uk'Fosta like never before

Issued by [Heineken Beverages](#)

24 Oct 2023

Hunter's premium cider, the first cider in Africa, is celebrating its 35th birthday by adding the ultimate refreshment to summer. As part of its Refresh Summer campaign, Hunter's is launching a limited-edition, thermochromic Refresh Can this October. The limited-edition Hunter's Dry and Gold cans were developed in collaboration with Ch'cco and Boohle, two SA musicians well known for their contribution to the Amapiano genre. When cold, the cans reveal two tracks from the last 35 years, that have been refreshed by Ch'cco and Boohle.





What's more is that consumers can scan the on-pack QR code and stand a chance to win tickets to see Boohle & Chicco like you've never seen them before at the Hunter's Refresh Experience. The event will feature Ch'cco and Boohle with a "20-piece Amapiano Big Band" led by Kesivan Naidoo. "The Hunter's Refresh Experience presents a highly anticipated industry first for the Amapiano genre. It's a huge step forward for the culture and for this genre to be recognised and translated in the greatest way possible, through a 20-piece Big Band," says Lynsay Sampson, Marketing Manager for Hunter's. The band will feature A-list SA jazz musicians, all paying homage to this proudly South African musical genre which, despite being in its infancy, is taking the world by storm.

The band has no shortage of top-tier musicians: it boasts SAMA winners, a Standard Bank Young Artist of the Year, and international touring artists. Hunter's has always been synonymous with music and supporting local talent, so it's fitting for the brand to have facilitated this amazing moment in musical history. "Big band music originated around 100 years ago, and back then it was the new kid on the block, a century later and it's Amapiano's turn. It will truly be something special to see these genres come together at the two Hunter's Refresh Experience events in Johannesburg and Cape Town over the summer," says Sampson.

Both tracks will be available on Spotify from the 13th of October 2023. Scanning the QR code will further unlock your chances to win prizes and tickets to the Hunter's Refresh Experience. Limited tickets will be available at howler.com.

Follow @Hunterscider on social media.

Hunter's Refreshes Like Nothing on Earth

Not for persons under the age of 18.

#HuntersRefreshes



Hunter's promotes responsible drinking. Not for persons under 18.

For more information, follow the Hunter's social media channels or go to www.hunters.co.za.

Instagram: @HuntersCider

Facebook: @HuntersCider

Twitter: @HuntersCider

YouTube: HuntersCider

About Hunter's

Hunter's offers a burst of natural cider for guys and girls looking for real refreshment from the first sip. Hunter's was launched in 1988 as a refreshing, masculine alternative to beer. Its popularity has grown since its launch, making it the second largest cider brand in South Africa and the go-to thirst quencher for every occasion. The Hunter's range includes Hunter's Dry, Hunter's Gold, Hunter's Hard Lemon, and Hunter's Export.

Uk'fosta

Uk'fosta (noun): those that have perseverance, that never say never.

Abafostayo (verb): to keep pushing on, to never give up.

- **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>