

See Tiger Brands launches Add A Twist food platform

Tiger Brands South Africa recently announced the launch of its latest online culinary platform, Add A Twist, at a star-studded soiree at the Cradle Boutique Hotel. The launch event was hosted by television personality and chef, Lorna Maseko, and was attended by social media stars Melody Molale and Tshepi Vundla, celebrity cook Chef Nti and content creators including Siyanda Bani and Jessica van Heerden.







A four-course menu was curated by catering doyenne, Vicky Crease, who added a twist to some of her favourite dishes by playing around with the #AddATwist products which All Gold Tomato Sauce, Cross & Blackwell Mayonnaise, Black Cat peanut butter, Koo baked beans and Koo chakalaka, as well as some Benny's stock.

The Add A Twist platform launches online in 2021.