

The Gagasi FM touch at The FNB Whiskey Live Showroom

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KwaZulu-Natal's top urban radio station, Gagasi FM, is the official radio partner of The FNB Whiskey Live Showroom taking place on 25 and 26 April 2014 at Tsogo Sun's Suncoast Casino, Hotels and Entertainment in Durban.



Gagasi FM presenter,
Mzokoloko

The Showroom will showcase some of the world's finest whiskies, including Kavalan, The Glenlivet, Bains Cape Mountain Whisky, a selection from the Brandhouse portfolio, Balblair, The Balvenie and Glenfiddich among others, making it possible for fans and newcomers of the precious dram to sample and purchase their favourite whiskies in an exclusive setting.

Gagasi FM will host its own VIP lounge inside the Showroom where guests will be treated to the finest whiskies paired with a variety of chocolates and cheeses, the connoisseur way. "We are very excited to be part of The FNB Whiskey Live Showroom, we will be adding the Gagasi FM feel to the occasion. This platform allows us to offer a unique brand experience, the exclusive Gagasi FM lounge will offer a unique and memorable experience for our guests," says Gagasi FM Managing Director, Vukile Zondi.

"There is also a strategic fit between the festival and the Gagasi FM brand. Whiskey, as a consumer product, appeals to an affluent, aspirational and urban-orientated consumer. These characteristics define, to the certain extent, a large segment of the Gagasi FM audience," concludes Zondi.

Gagasi FM guests and their partners will also receive tickets to the whiskey festival which include sampling vouchers, discount vouchers and the 2014 whiskey handbook. The guests will also get the chance to mingle with Gagasi FM personalities such as Alex Mthiyane, Lekomotion, Mzokoloko, Kini Shandu, Thandolwethu, TP and Collen Zondo. The festival starts at 18h00 and ends at 22h00 on both days.

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Gagasi FM is the number one commercial radio station in KwaZulu Natal to reach the black urban and peri-urban black youth.

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