

# New from Fokof Lager, Cape Herb & Spice, Twix and Fitch & Leedes

By [Lauren Hartzenberg](#)

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In #FreshOnTheShelf, we round up some of our favourite food and beverage products that have hit the shelves recently.

## Fokof Lager vs Mortal Kombat gamer cans

Mortal Kombat 11, unleashed on 23 April, is the latest installment in the critically-acclaimed franchise. Part of its game plan for its South African audience was to combine forces with a lager that "kicks ass", so it partnered with local premium beer brand, Fokof Lager.

The result of the collaboration is the limited edition Fokof Lager vs Mortal Kombat 11 gamer cans. There are 6 different Collector cans featuring the characters Scorpion, Sonya Blade, Johnny Cage, Sub Zero, Jade and Raiden. The cans are packed randomly so fans are challenged to hunt for their own complete collection.



Only 1,000 cases equating 10,560L were made available from 23 April at participating stores and online at Yuppiefresh.

"This is our first major collaboration with an international brand and we are incredibly humbled by this opportunity," says Jaco Snakehead Venter, co-founder of Fokof Lager and Fokofpolisiekar's drummer.

## Cape Herb & Spice Tastebud range

Seasoning brand, Cape Herb & Spice, has introduced a range called Tastebud, which incorporates popular flavours while delivering a solution to the growing desire for healthy, natural seasoning.

The range is verified gluten-free. A combination of natural yeast extract is used to create a savoury taste, while a base of coconut flour adds texture and acts as a flavour enhancer. Like all Cape Herb & Spice seasoning, it's free from artificial flavourants and colourants, with no added MSG or preservatives and is non-irradiated, non-GMO and suitable for vegans. The Tastebud range is also Halaal and Kosher certified.

The Tastebud range currently comprises the following variants, each with a unique flavour profile: Savoury, Seeded, Umami, Caramel, Zesty, Spicy and Herbed.



More than 80% of the company's herbs and spices are procured directly from source, ensuring that the cleanest ingredients are used in creating its products, which are then packed and blended according to the highest international standards, and tested prior to packing and dispatching.

The Tastebud range retails at a RSP of R39.95 and is available in select leading retailers nationwide.



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## Limited Edition Twix White

Global snack food giant Mars Confectionery has launched Twix White, a limited edition variant of its famous Twix biscuit bar, in South Africa. The white chocolate covered caramel and cookie bar is available in South Africa for the first time at all popular retail stores nationwide.



Twix White features the classic crunchy shortbread Twix cookie covered in golden caramel and enrobed in rich white chocolate. The treat can be enjoyed as is, but is also ideal for use in baked goods and desserts.

The limited edition Twix White is available while stocks last.

## Fitch & Leedes 750ml collection

Ever popular mixer brand, Fitch & Leedes, has upsized its famous beverage products and launched a new 750ml glass collection. The larger bottles take up less room in one's fridge and are perfect for drinks on the patio with friends.



The 750ml collection is available in all the popular Fitch & Leedes flavours: Indian Tonic, Pink Tonic, Club Soda, Bitter Lemon, Lemonade and new Cheeky Cranberry. Enjoy these mixers on their own, with your favourite gin, vodka, rum or whisky, or make a virgin cocktail with fruit juice.

The Fitch & Leedes 750ml collection is available at all leading retailers countrywide at around R34 to R37 per bottle.

## ABOUT LAUREN HARTZENBERG

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