

Savanna helps SA with their umjolo woes

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With social distancing, lockdown, and mask-wearing times approaching the two-year mark, it came to Savanna Premium Cider's attention that while people have been growing their sweatpants and slipper collection, they have also let their umjolo 'dating' game slide. Umjolo is facing a serious pandemic with no way to 'jola' (get to know each other) properly. We have to wear our masks to stay safe and respect the curfew which could limit those kissing moments and the sharing of love - face-to-face.



"It's been so long since people were able to work on their dating game and while many have declared their undying love over Zoom, unfortunately, it's not a love language when you are on mute. Savanna has decided to step in and help South Africans out with the introduction of Umjolo One Oh One – a refresher course because it has been far too long. The social media campaign is set to help South Africans get back to umjolo the right way. Dr. Loveback will be guiding the class of 2021, on social platforms. The modules are actually 'umjolo' tips for virtual dating during a pandemic, and for those worried about being a tad bit rusty the day they are allowed to get out of their homes and socialise more normally. They're going to need a little help to responsibly get back into the groove of things, and South Africa's most loved Cider understands this," says Eugene Lenford, marketing manager of Savanna at Distell.

Let Savanna Cider help you get back in the game – buy any Savanna Dry, Light, or Angry Lemon, dial *120*15561# and you could win R1m worth of nice things to make dating pots happen like Uber Black rides, data and airtime for those lengthy phone calls and Zoom dates.

"The sun is out, the birds are singing and all around us new life is overflowing – it would be great to see some virtual local love connections also form during this time. Dr. Loveback is an expert when it comes to all things love and lockdown, join the class of 2021 and the worst thing that can happen is that you end up treating yourself and your pals to your winnings," concluded Lenford.

#Umjolo101 #SiyavannaSouthAfrica



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in nice things to make umjolo pots happen.



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LIGHT, DRY OR ANGRY LEMON



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AND FOLLOW THE PROMPTS



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It's dry, but you can drink it.



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Savanna promotes responsible drinking. Not for persons under 18.

For more information, follow Savanna's social media channels or go to www.savannacider.com

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YouTube: [SavannaCider](https://www.youtube.com/SavannaCider)

About Savanna – “It’s dry, but you can drink it”

Savanna is a premium, crisp, apple cider with a distinctive dry taste. It is one of the largest cider brands in the world and is available in over 60 countries. Since its launch in 1996, Savanna Premium Cider has won the hearts and funny bones of consumers with its intelligent, dry and witty sense of humour.

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