

Minhnek

Passion Points "Food"

March 2025





Brief in a sentence:
Build a campaign around the ideal South African passion point that will create meaning and difference for Windhoek Beer.







Loeries Category Selection: Integrated Campaign

OUR BRAND



BRAND PLATFORM:
100% REAL

BRAND PLATFORM:

100% REAL



100% YOU

**NO PRETENDING, NO FAKING IT:
JUST ME. NOTHING ELSE.**

100% BEER

**NOT ADDITIVES, NO FUNNY STUFF:
JUST BEER. NOTHING ELSE.**

THE MONSTER WE FIGHT

PRETENDING

THE FAKE. THE FLUFF. THE BULLSHIT.



HONEST

GENUINE. AUTHENTIC. ORIGINAL.

A close-up, black and white photograph of a horse's face, focusing on the eyes and the top of the head. The horse's coat is dark and has a wavy, textured appearance. The text "UNCOMPROMISING" is overlaid in a large, bold, white sans-serif font across the middle of the image.

UNCOMPROMISING

.....

QUALITY. CRAFTSMANSHIP. PREMIUM.



AUDACIOUS

IRREVERENT. DISRUPTIVE. NOT SO SERIOUS.

WINDHOEK | OUR ARCHETYPE

HONEST. UNCOMPROMISING. AUDACIOUS

KEANU REEVES
HONEST AND REAL

KENDRICK LAMAR
AUDACIOUS AND
UNCOMPROMISING

BILLIE EILISH
AUDACIOUS AND HONEST

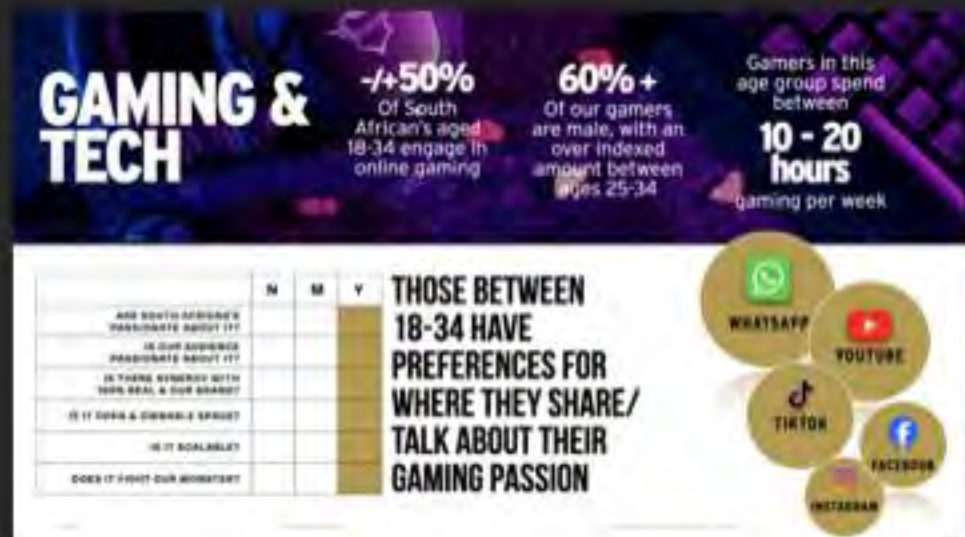
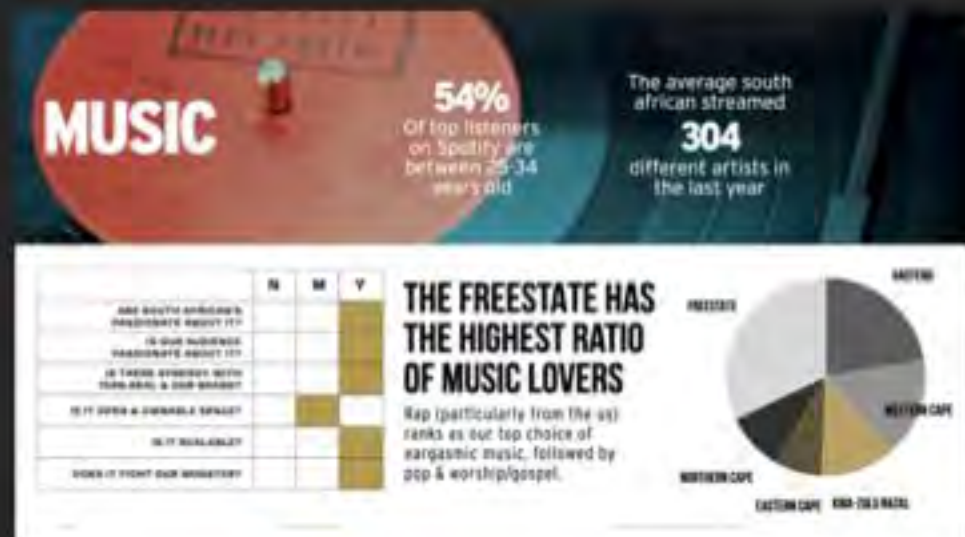
CYNTHIA ERIVO
UNCOMPROMISING

ANTHONY BOURDAIN
HONEST AND DOWN TO EARTH

BAD BUNNY
IRREVERENT AND AUDACIOUS

OUR ARCHETYPE PERSONIFIED

OUR PASSION



WINDHOEK | EXPLORING SELECT PASSIONS THROUGH WORKSHOPS (STRETCH TESTING AND IDEATING)

WORKSHOPPING OUR OPPORTUNITIES

HOPPED UP THURSDAY'S

Leveraging food as a passion & reinheitsgebot as a process, we delivered delicious recipes using our 3 key ingredients?

To extend Ama-Plate & Taste the City experiences, we can extend into social. On Phosza Thursday's we can share recipe's on social that promote our ingredients & responsible drinking.

Great Recipes For Cooking With Hops

How To Cook Hop Mac & Cheese - With Beer Hops! - with a Bonus 9-Plant Wild Salad, too! - Thursday's Green -

Our 18 Best Barley Recipes

By David & Mike 2020/01

15 warming pearl barley recipes

From soups to stews, warm up with these hearty pearl barley recipes.



Taste The City

Bringing new flavours to a city near you

Taste The City is a great and multi-faceted that aims to have the best of what the cities of JHB and CPT have to offer as far as food and entertainment is concerned and will go to the opposite city.

Flying 100% real Cpt food spots and undiscovered talent down to JHB and JHB culture and taking 100% real JHB food spots and undiscovered talent to merge with Cape Town lifestyle.

The aim here is to bring a unique twist to food festivals and bring different experiences whilst any other for real people that want real experiences.

Idea Positives:

- Speaks to a national passion point
- Social media reach and presence
- Natural and real lifestyle feel
- Empowering the food market



Ama-Plate

A local magazine show focused on a Maats magic or SAHC 1, much like Ama-Plate, shows where we explore the vast and delicious spaces and places where our South Africans do what they love. TO COOK!

Inspired by Nick Hammett's venture into finding the best food, the culture has grown into a SA phenomenon and we have the perfect opportunity to align with him as the host of the show and amplify the concept to new heights.

Bringing the best home to our consumers to be able to explore their world of food with Windhoek beer. From road house to tavern, we are here for it all!

Idea Positives:

- Speaks to a national passion point
- Social media reach and presence
- Can be done as a Youtube show
- Empowering the mass market



insight

For South African's, this passion is a lot less about the making & baking & much more about the moments & people we eat with.

anchor

Nothing is more real than the way we cook & eat, we're the only country in the world that has 11 different ethnicities that make up our menus.

on-ramps

Food trucks, fusion menus, tampoars, from panzanella to potjies, pop-up chinyama's, city tours & township tours.

enemy

Making, eating or exploring spaces around food that's void of feeling.

Home Brew

You're Family. We want to create a spiritual home for our Windhoek family that will allow us to connect and engage them through our key brand pillars.

Being able to own a space where people connect will give us the opportunity to deliver the "perfect serve" for Windhoek and have a 100% real space where we can celebrate / curate food, infused with Windhoek.

The Home brew space can also be a moving farm park property or an experiential activation pop up at festivals around the country on the same day as big sporting games.

Idea Positives:

- Celebrating connections
- Bringing real people together
- Creating an amazing drinking occasion experience
- Bringing food, music and day-time living culture.



MUSIC+

insight

From performance to protests music has been a key South African identifier - It acts as a collective backdrop to all our shared highs & lows

anchor

Music is real because it is confessional. It reveals how people are feeling or hoping to feel at any given moment. It draws like-minded people together to share in that feeling.

on-ramps

Festivals, DJ's, producers, lyricists, local & global artists, availability of specific genres, live music scene.

enemy

The stereotypes that surround people who listen to a particular kind of music. Think Shame & heavy metal.

WE SUPPORTED DANCE AS OUR DIFFERENCE



Breaking: B-Boy, B-Girl, B-Boys, B-Girls

S'buja: B-Boy, B-Girl, B-Boys, B-Girls

Gqom: B-Boy, B-Girl, B-Boys, B-Girls

Dancing has often been something men do in the backyard with the boys rather than on the main stage. The stigma has changed with brands like RedBull placing a spotlight on Breaking, S'buja & Gqom - but, with many dancers still waiting to be noticed.

Family, Festivals + Music



DELICIOUS FESTIVAL

100% real Cpt food spots and undiscovered talent down to JHB and JHB culture and taking 100% real JHB food spots and undiscovered talent to merge with Cape Town lifestyle.



LUXURIOUS MARBLE CIRCUS

100% real Cpt food spots and undiscovered talent down to JHB and JHB culture and taking 100% real JHB food spots and undiscovered talent to merge with Cape Town lifestyle.



GOOD MORNING

100% real Cpt food spots and undiscovered talent down to JHB and JHB culture and taking 100% real JHB food spots and undiscovered talent to merge with Cape Town lifestyle.



DOPEFEST DURBAN

100% real Cpt food spots and undiscovered talent down to JHB and JHB culture and taking 100% real JHB food spots and undiscovered talent to merge with Cape Town lifestyle.

SPORT

insight

The great South African unifier is sport: where a collective identity stems from a real love for the game, or at least the energy that surrounds them.

anchor

Regardless of wealth or money woes, sport bridges social divides around real interests: a genuine love for players, performance, people, parties, places.

on-ramps

Outside of on the field or just the players, we can centre our efforts on the fandom: in bars, at fan parks, hosting pool tournaments between matches or the final par's party pre a game-day match.

enemy

You can love the game, the vibes, the camaraderie. But, we never pretend we know the rules.

#100Real Golf

The relationship between golf and beer has always been synonymous. Whether at the start of a round on a hot summer day, celebrating a victory, or conversational just being out on the course, beer has always been the common denominator.

with a total of R45 000 000 contribution (the South African economy and 6 000 000 people under the age of 34 possess a golf license worldwide. Golf is no longer a sport for older men. There has been a 7.2% increase in female membership and an 8.8% rise in the number of juniors among registered golfers since 2022 post Covid.

These stats are echoing the dawn of a new day where tee off and the driving range are where you will find the Jordans and breakers on a Saturday. This growing interest of gives us the unique opportunity to become the brand taking on the heartbeat of golf in SA, which is why we invite you to



Draught Pick

Tournament Structure

Procedural tournament. Single-elimination tournament with a bracket structure.

20 individual players, registering online and at outlets where we activate that Windhoek will be hosting the country's first bar pool tournament.

One champion will be crowned at our tournament final that will consist of 8 finalists.

The tournament will be held at Zone 8 in Soweto and filmed in partnership with SuperSport as the broadcast partner.

- Live music and street food vendors.
- National pool representatives.
- Tameem Solomons guest appearance.
- Customised Windhoek pool tables for the activation.



#100Real Knock Out

- Golf clubs & Country Clubs from around the country will have an opportunity to be part of "TWOS"
- They qualify to enter by either a Windhoek sales target or "top of" quota
- Each club runs a "knockout" series for 6 months presented by Windhoek
- A male & female "better ball" club championship is awarded the opportunity to play at The Windhoek 100% Real Invitational

Idea Positives:

- Focusing on a growing youth market.
- Playing in a fresh space.
- Adopting the responsibility of growing with golf and the youth.
- A new sport space to bring into the mainstream



FAMPARKS

insight

In a world of real FOMO & JOMO - there's a space in between. Being able to attend & participate with the option of tapping out, even if just for a moment.

anchor

Even when people opt into crowds to connect & socialise, they still need 'me-moments' to unwind, recharge & reflect.

on-ramps

Sponsoring sanctuaries in the midst of socialising - showers, foot massages, tea breaks, fluffy towels, quiet rooms, tech charging stations, couches & clean bathrooms with toilet paper.

enemy

Attendance doesn't mean giving uninterrupted attention. Participation doesn't mean a non-stop party.

PROBLEMS**POSSIBILITIES****CONVENTION**

THERE ARE A LOT OF UNSPOKEN 'RULES' AROUND FOOD,
AND A LOT OF IT IS ABOUT PRETENDING

FOOD SPONSORSHIP HAS BECOME PREDICTABLE,
PRETENTIOUS AND USES STEREOTYPES THAT AREN'T
ALWAYS REAL OR RELATABLE

EXAMPLE

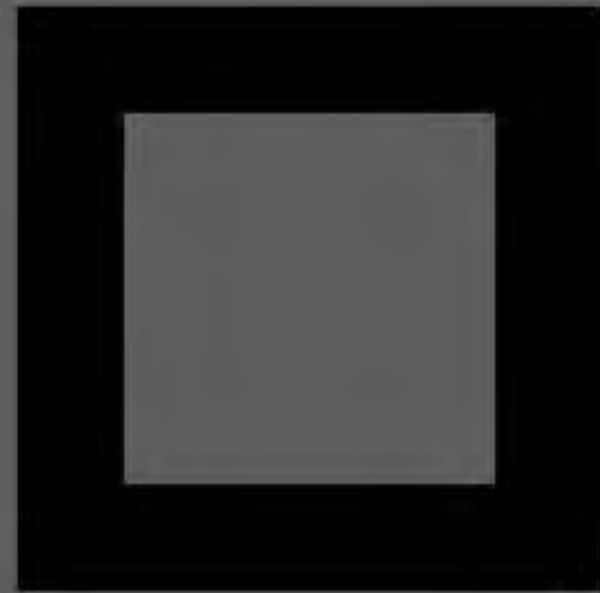
BOYS AND BRAAIS
EXPENSIVE VALENTINE'S DAY DATES
FINGER FOODS AT WEDDINGS

SOUTH AFRICANS HAVE A REAL LOVE FOR ALL THINGS
FOOD: 47% OF SOUTH AFRICANS RATE EATING AND
COOKING (AND EVERYTHING AROUND IT) AS THEIR BEST
PASTIME

OPPORTUNITY

CHAMPIONS THE AUDACIOUS, HONEST, REAL RITUALS
THAT MAKE FOOD MOMENTS WHAT THEY REALLY ARE

IT'S MORE THAN WHAT YOU EAT, IT'S ABOUT BEING 100%
REAL: THE HONEST MEMORIES AND CONNECTIONS, THE
UNCOMPROMISING IDENTITIES AND DIVERSITIES.
THE AUDACIOUS WHEN, WHERE, HOW AND WITH WHO



CONVENTION

**CERTAIN FOODS NEED TO BE
ENJOYED IN CERTAIN
PLACES IN CERTAIN WAYS
AT CERTAIN TIMES**



DISRUPTION PLATFORM

**THE 100% REAL BEER
THAT AUDACIOUSLY OWNS
REAL FOOD MOMENTS**



VISION

**BREAK THE FOOD
RULES**



Fun together at the fire

A Portrait of the occasion



€0.4B | 3.2mhl

6% Of volume

4% Of occasions

Fun together at the fire

Gathering outdoors around the braai or shisanyama for a lively social connect with friends & family

It is:

- ★ A lively, fun social moment
- ★ Everyone is invited
- ★ Cooking & enjoying food together

It's NOT:

- ★ Exclusive
- ★ Extravagant
- ★ Winding down
- ★ Deep & meaningful

Who?

An inclusive occasion, widely enjoyed, but especially men



All ages
(no skews)



Male
(68%; ix 120)



All incomes & races
(no skew)

With who?

Everyone's invited!



With friends
(100%; ix 270, most likely mixed gender 72%, ix 128)
... and family (25%)



A large group 5+ people
(47%; ix 258)

Where?

Braaiing at home or at a shisanyama



At Home
(60%, ix 90)



Tavern
(15%, ix 196)

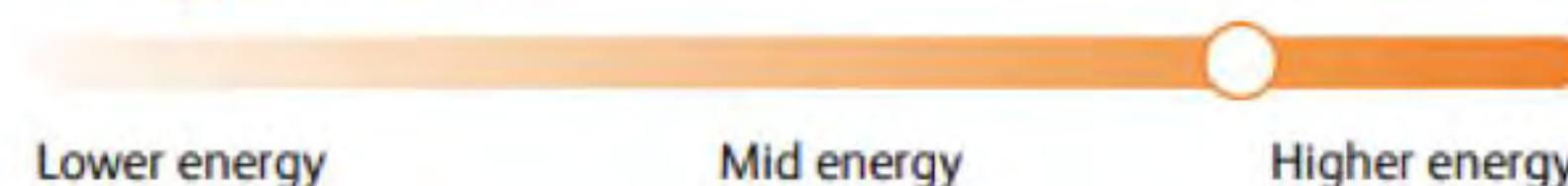


Other on-prem
(20%)

Casual / Special occasion



Energy levels



When?

Weekends when we all have time to get together



Weekend
(60%; Friday, Saturday or Sunday)



Evening/Night
(63%)

What?

A wide repertoire - beer, spirits, RTDs and cider



Beer (41%, ix145)
Spirits (23%, ix174)
RTDs (8%, ix201)
Ciders (7%, ix126)

45%
drank 4+ units

Motivations

Connecting – an inclusive & fun social occasion that brings everyone together around the fire, cooking and enjoying the food. Friends and family are all invited – a wide social circle having a good time together.

Feeling good – enjoying the meal and the moment together

Features

- ★ For everyone – the wide circle attending the braai requires a variety of drink options that everyone will enjoy, both the guys and the ladies. Shareable drinks and a range of options make the occasion more sociable.
- ★ Affordable – value is important when we're buying meat and food too; drinks that last and extend the occasion.
- ★ Quality reputation – popular choices the whole crowd will enjoy and won't leave me feeling bloated & hung over
- ★ Goes with the food – complementing the braai



IT'S NOT WHAT WE DO. IT'S HOW WE DO IT.

← *ANCHORED IN OUR DEMAND MOMENT* →

FOOD AND EVERYTHING AROUND IT

THERE IS MORE TO
OUR PASSION FOR
FOOD THAN THE FOOD
ITSELF

IT'S BREAKING THE RULES AND CONVENTIONS

IT'S NOT ABOUT WINDHOEK = FOOD
IT'S ABOUT WINDHOEK = REAL FOOD
MOMENTS

FOOD MOMENTS ARE INFINITE AND SCALABLE

WE'RE NOT CONFINED TO A
PARTICULAR DEMOGRAPHIC, FOOD
OR PLACE - MAKING IT SCALABLE

SHOWCASING UNCOMPROMISING QUALITY AND VARIANTS

WE HAVE A JOB TO DO IN EDUCATING CONSUMERS
ABOUT OUR BRAND'S SUPERIOR QUALITY, OUR
REAL BEER CREDITS VS MAIZE BASE COMPETITORS -
SHOWCASING OUR VARIANTS

BUILDING CLOSENESS

ALLOWS US TO BUILD 'CLOSENESS' TO
CONSUMERS - MOVING WINDHOEK FROM AN
OCCASIONAL REPERTOIRE BRAND, TO A REGULAR
CONSUMER CHOICE

CREATIVE

Windhoek believes in the incredible power of three.
For starters: Barley. Hops. Water.

The only three ingredients we need. Just the real stuff.
Because we know **What Three Things** can do.

Now, we're proving that to South Africa, through SA's real food heroes.
We're going to look at the **Plates** they prepare,
The **People** who inspire their incredible food,
and the **Place** where it all comes together.

Because when you've felt the power of three the way we have,
you don't keep it to yourself –
you share it with the entire country.

AUDACIOUS

"Serving up award-winning food – from a food truck!"

HONEST

*"Smileys. Chicken dust. Seven colours. Kotas.
Street food. Honest food. Hand food."*

UNCOMPROMISING

*"We couldn't source produce good enough for our food.
So we grew our own. Quality ingredients matter – in food and beer."*

Content

(When we create)



Social

(When we communicate - engagement)



Activations

(When we show up)



Food Scouts

(Who finds our spots?)



Merch

(Where we brand it, on and off-con)



Sponsorship

(When we sponsor)



eCommerce

(Checkers Sixty60 and UCook)



CONTENT

(WHEN WE CREATE)



THE CONTENT SERIES

At the heart of great food, there are just three essential ingredients:
real food, made in real places, by real people – rounded off with a real beer.

Now we're on a mission to uncover these places.

This will be food at its most real – grilled, smoked, seared, or slow-cooked, but never faked.
And the beer that pairs best with it all – one made with nothing but barley, hops, and water.
So pull up a chair.

Because with these three things, it's about to get real.

REFERENCE



Cinematic storytelling is key, but Windhoek isn't about hushed reverence. We keep it raw, personal, and full of energy - where the hero isn't just the food, but the people, the laughter, and the clink of beer bottles. Beautiful, but never too serious, premium, yet always real.

Street food captures energy and bold flavours, just like Windhoek. We keep it fast, loud, and unapologetically fun. Less slow-motion dramatics, more fire-cracking, beer-clinking realness.



NETFLIX

BEER AND FOOD

Windhoek isn't just a pairing – it's part of the experience. From the perfect pour to the first sip after a smoky bite, every shot should feel bold, real, and immersive. Premium, yet unfiltered, aspirational – but always real.

**THAT'S HOW WE WILL LOOK AND FEEL.
BUT WHAT'S OUR STORY?
WELL, IT'S ALL IN THE NAME.**

FORMAT AND HOOK

First: We ask audiences to tell us where their must-visit hidden gems are.

Next: We send our Real Food Scouts to check them out.

Then: We film our episodes (10 episodes per series).

Everything in the show works in threes:

PEOPLE. PLACES. FOOD.

OUR FOOD SCOUT

THE PERFECT FIT FOR WINDHOEK

J'Something will be our Real Food Scout, embodying authenticity, passion, and excellence - just like Windhoek.

WHY J'SOMETHING?

- Massive Reach
- Culinary Credibility
- Authenticity
- Music and Lifestyle Appeal

RESTAURANTS:

Something's Cooking by J'Something

Located in Pretoria, this restaurant showcases his love for bold flavours and real, home-style cooking.

Artistry

A multi-level venue in Sandton, combining a rooftop restaurant, garden bar, and theatre.

BOOKS:

Something's Cooking

J authored his cookbook, providing insights into his personal life and sharing recipes from his restaurant and his television show of the same name.

SOCIAL MEDIA FOLLOWING:

Instagram: 415,000 followers

TikTok: 414,800 followers

X: 267,200 followers

Shared page with Coco: 11,500 followers



WHERE WILL WE SHOW UP?



IMBIZO SHISANYAMA (Midrand, Jozi)

VO: In South Africa, a braai isn't just a meal – it's a way of life. At Imbizo Shisanyama, fire, flavour, and community come together in the purest, most honest form. No frills. No nonsense. Just great meat, great people, and the kind of real that only comes off the coals. **Windhoek presents: *Three Things***

HONEST.



DEMOCRACY BAR (Rosebank, Jozi)

VO: At Democracy Bar, audacious flavour meets an even bolder idea – you set the price. Here, culinary experimentation knows no bounds, and neither do you. Because real food isn't just tradition – it's evolution. **Windhoek presents: *Three Things***

AUDACIOUS.



AFRO'S CHICKEN SHOP (Durban)

VO: Simple, fresh, and straight-up delicious. Afro's Chicken Shop is proof that real flavour doesn't need fancy – just fire, spice, and an uncompromising love for good food. From golden, crispy chicken to their legendary tjips, this is honest fast food, Durban-style. Because real food isn't complicated – it's just real. **Windhoek presents: *Three Things***

UNCOMPROMISING.



WINDHOEK'S RECIPE BOOK (WITH A TWIST)

This is more than a recipe book. This is a street guide to SA's best food spots - a first-of-its-kind interactive experience. In print and digital, it doubles as a dynamic how-to guide, diving into the kitchens, fire pits, and street-side grills where flavour is king - with content from the featured cooks.

THE PLACES

A province-by-province guide to South Africa's most legendary food spots.

THE PEOPLE

The chefs, vendors, and self-taught food rebels bringing bold flavours to life.

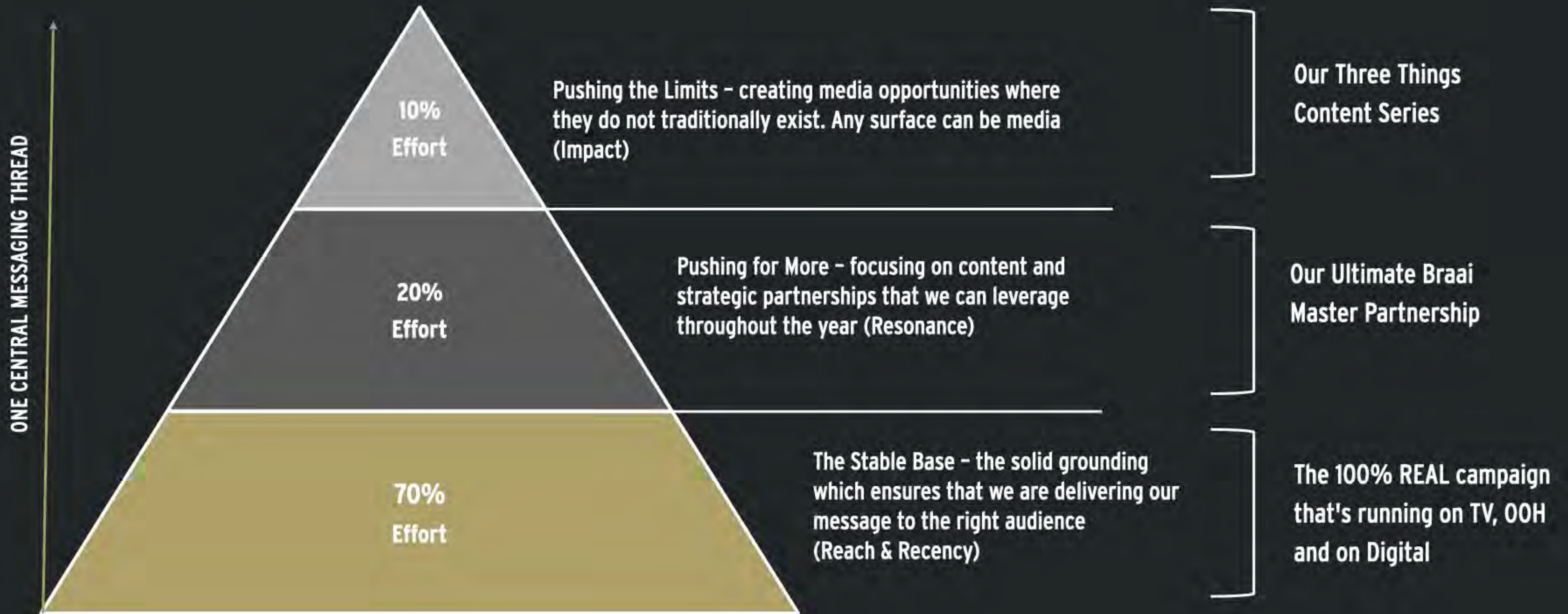
THE PLATES

Iconic South African dishes, made with real ingredients, paired with the perfect Windhoek.



* Available in hard and soft copy, plus an interactive digital edition.

OUR IMPACT FRAMEWORK ALLOWS US TO SUPERCHARGE OUR ACTIVITY TO ENSURE MAXIMUM EFFECTIVENESS



BUILDING A CONTENT HUB TO SUPPORT THE STORYTELLING

OUR CONTENT



POTENTIAL HOSTING PLATFORMS



Connected TV



DStv Stream



YouTube

SUPPORTED ACROSS A VARIETY OF DIGITAL PLATFORMS TO BRING THIS TO LIFE



ENGAGEMENT

CUSTOMER ENGAGEMENT

CALL TO ACTION FOR PARTICIPATION IN THE ON CON

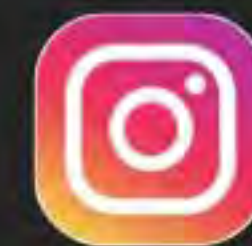
EAZLE APP AND BANSELA GIVING US ACCESS
TO 900 SALES REPS



CONSUMER ENGAGEMENT

DRIVING REACH AND ENGAGEMENT

CALLING ON CONSUMERS FOR
RECOMMENDATIONS AND PARTICIPATION
WHERE THEY ARE



CUSTOMER COMMS: BAR AND FRAGMENTED TRADE

THREE Windhoek THINGS
REAL FOOD • REAL PEOPLE • REAL PLACES

FOOD SO GOOD, PEOPLE LICK THEIR PLATES.

PAIR YOUR PERFECT FOOD WITH WINDHOEK AND YOU AND 10 STAFF MEMBERS COULD WIN A FOOD ADVENTURE TO NAMIBIA.

SHARE YOUR MOST AUDACIOUS DISH ON SOCIALS WE'LL REVIEW THEM WE COME EXPERIENCE IT THE BEST PAIRING WINS

Competition ends ###
Ts & Cs can be found on www.windhoekbeer.com/na/terms-and-conditions

DRINK RESPONSIBLY. NOT FOR PERSONS UNDER THE AGE OF 18.

THREE Windhoek THINGS
REAL FOOD • REAL PEOPLE • REAL PLACES

IF YOUR FOOD SLAPS, IT'S TIME TO CASH IN.

PAIR YOUR PERFECT FOOD WITH WINDHOEK AND YOU AND 10 STAFF MEMBERS COULD WIN A FOOD ADVENTURE TO NAMIBIA.

SHARE YOUR MOST AUDACIOUS DISH ON SOCIALS WE'LL REVIEW THEM WE COME EXPERIENCE IT THE BEST PAIRING WINS

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CUSTOMER COMMS: BAR AND FRAGMENTED TRADE

HOW IT WORKS:



Enter

Share your most-loved, no-fuss signature dish, paired with Windhoek. Establishments register via a microsite or a WhatsApp chatbot, where they upload videos of their signature real food to be paired with a bold lager or fresh draught. Spot prizes will be awarded to establishments for participating.



Get Reviewed

The Windhoek Real Food Scout will shortlist the best. Weekly or monthly finalists can be showcased on a leaderboard on the microsite.



Finalists Visited

The legendary J'Something will check out the food and beer quality first-hand.



The Spotlight

Shortlist gets featured on our Windhoek social platforms along with being involved in our food trucks in the trade.



The Grand Finale

Finalists join an exclusive food market to showcase their best (more on this to come).

ENGAGEMENT: TRADE

Driving entries for "Three Things" series
(Encourage trade partners to enter,
with clear value for their business)



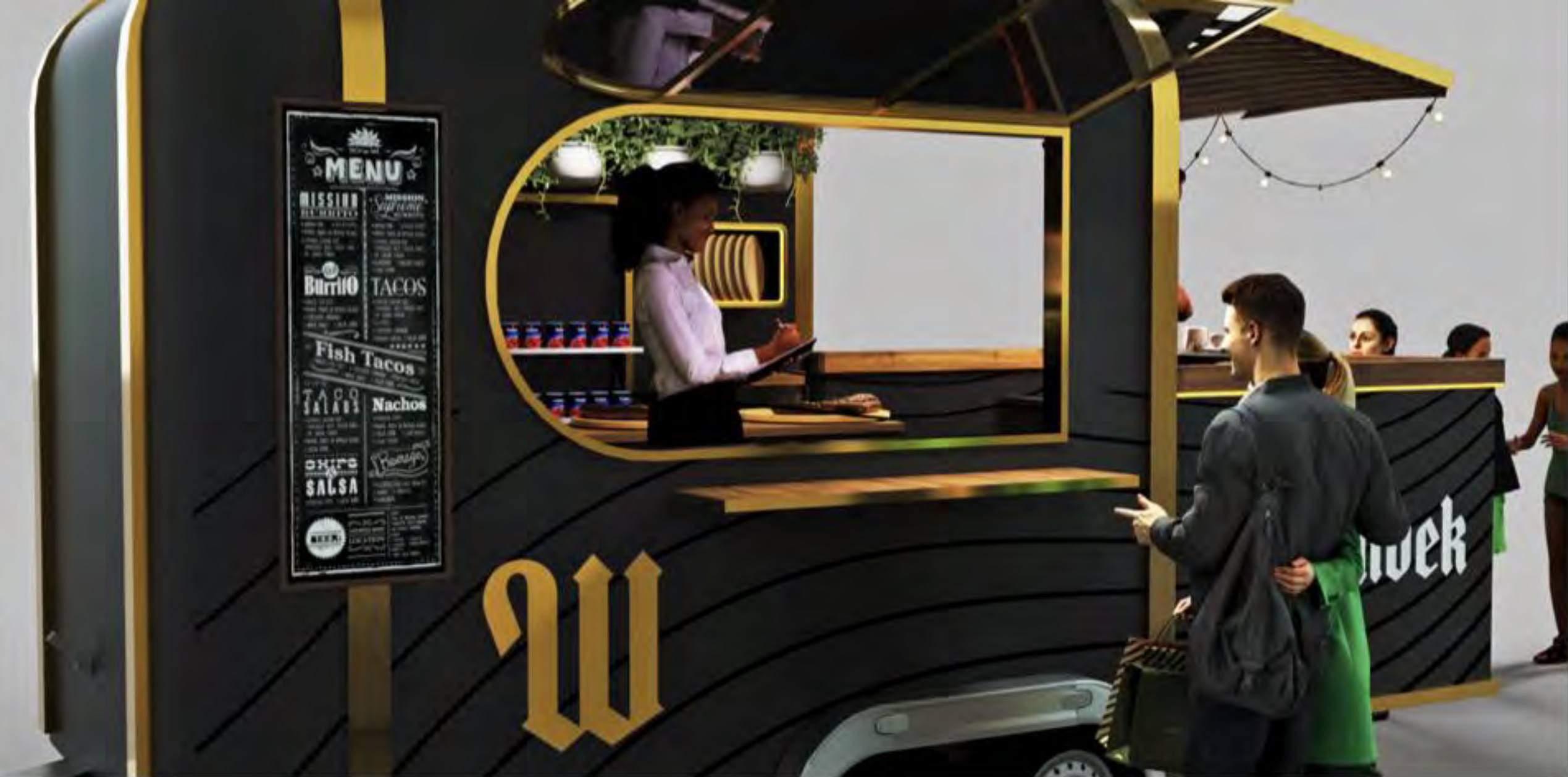
ON THE GROUND IN THE TRADE

WINDHOEK THREE THINGS FOOD TRUCK

Shisa Nyama food spot activations

- Partnering with shisa nyama outlets
- Collaborative Windhoek's Three Things curated menu
- Windhoek promotion and sampling with a complimentary plate with a beer bucket purchase
- Kitchen Mess performance





SUGGESTED ALTERNATIVE RENDERS



PERMANENT VISABILITY ROLL-OUT

Merch hits top on-trade venues

Rolling out across the Top 25 premium on-con outlets targeting high-traffic locations for maximum impact.

(July-Sept), featuring:

- 25 Taps
- 600 Branded Glasses
- 25 Neon Signs

Seamless synergy with food venues

Coordinating the roll-out of Windhoek drink collateral to overlap with key food spots.



ENGAGEMENT: CONSUMER

ON TRADE CALL TO ACTION AND CONSUMER PARTICIPATION

Celebrating real food and Windhoek
(Encourage consumers to engage by showing their take
on real food using three key ingredients)



THREE Windhoek THINGS
A PERFECT BEER & BEER DRINKING
REAL FOOD • REAL PEOPLE • REAL PLACES
ESTABLISHED 1911

**WINDHOEK,
MERCH,
AND YOU.**

GET THE PERFECT PAIRING WHEN YOU WIN WITH WINDHOEK.

 BUY ANY WINDHOEK BEER
 SMS UNDERLINER CODE TO ###
 SCAN QR CODE TO ENTER ON WHATSAPP
 WIN DONKEY LONG TONGS & MORE

Competition ends ###

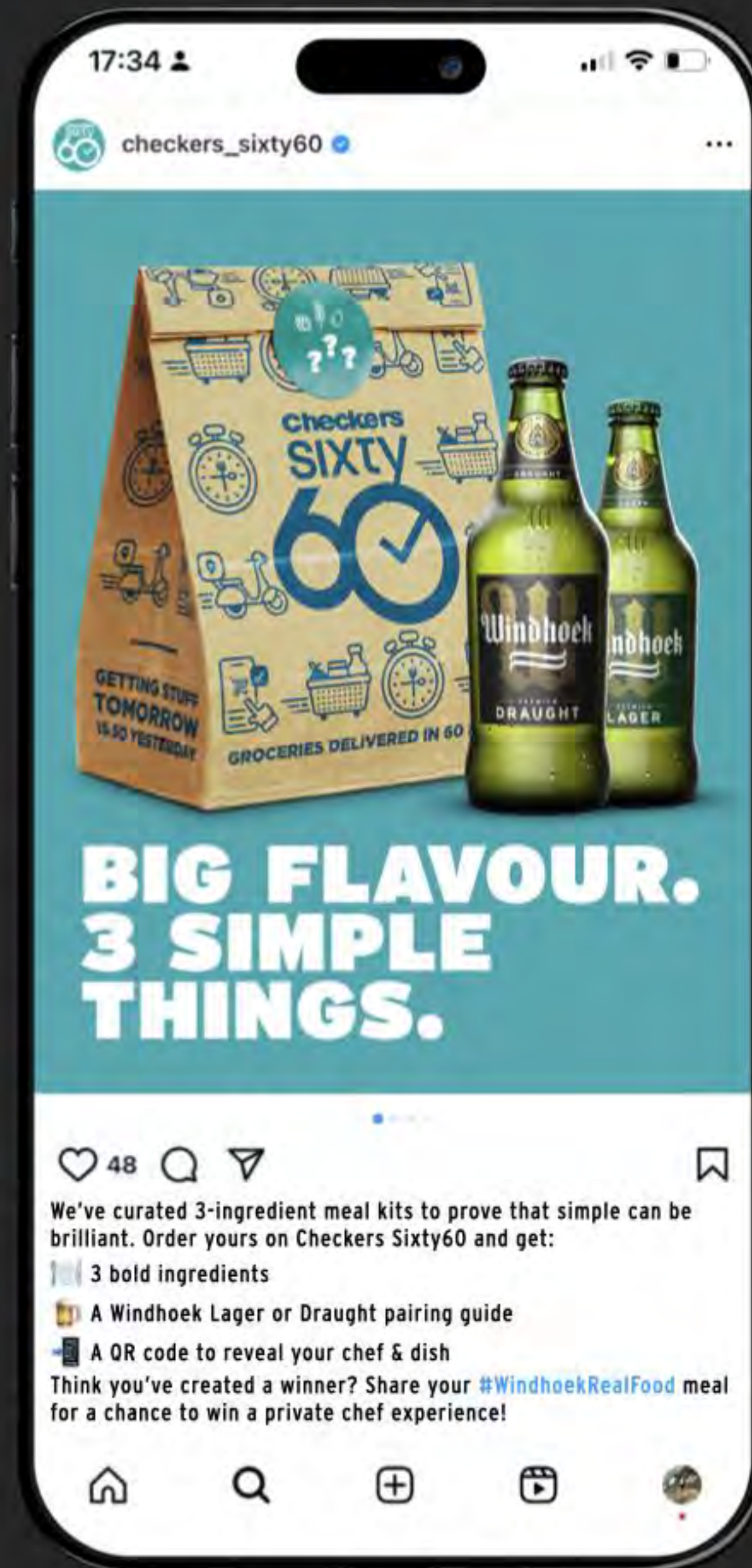
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DRINK RESPONSIBLY. NOT FOR PERSONS UNDER THE AGE OF 18.



ECOMMERCE



Windhoek's 3 Things Meal Kits (Checkers Sixty60)

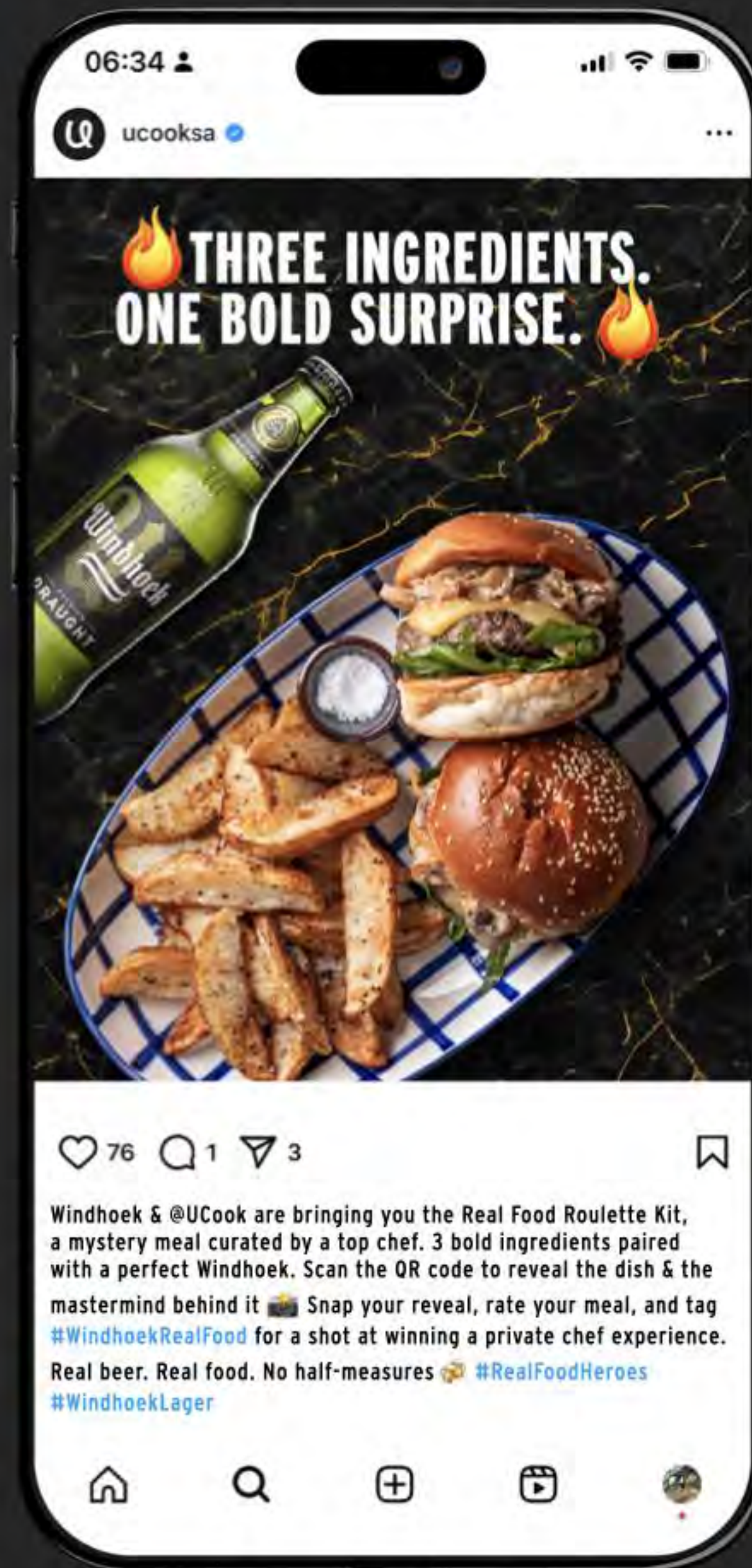
We're going to curate three-ingredient meal kits to prove that simple can be brilliant. Consumers will order their kits as usual on Checkers Sixty60. Here's what they'll get:

- Three bold ingredients
- 🍺 A Windhoek pairing guide
- 📱 A QR code to reveal the dish and chef

The call to action will be for them to cook it, share it with #WindhoekRealFood, and stand a chance to win a private chef experience.



ECOMMERCE



Windhoek's Real Food Roulette (UCook)

We partner with UCOOK for a “mystery meal” challenge, where customers order a surprise three-ingredient meal kit curated by a top chef. How it works:

Customers order a Windhoek Real Food Roulette Kit without knowing what's inside. Kit will contain:

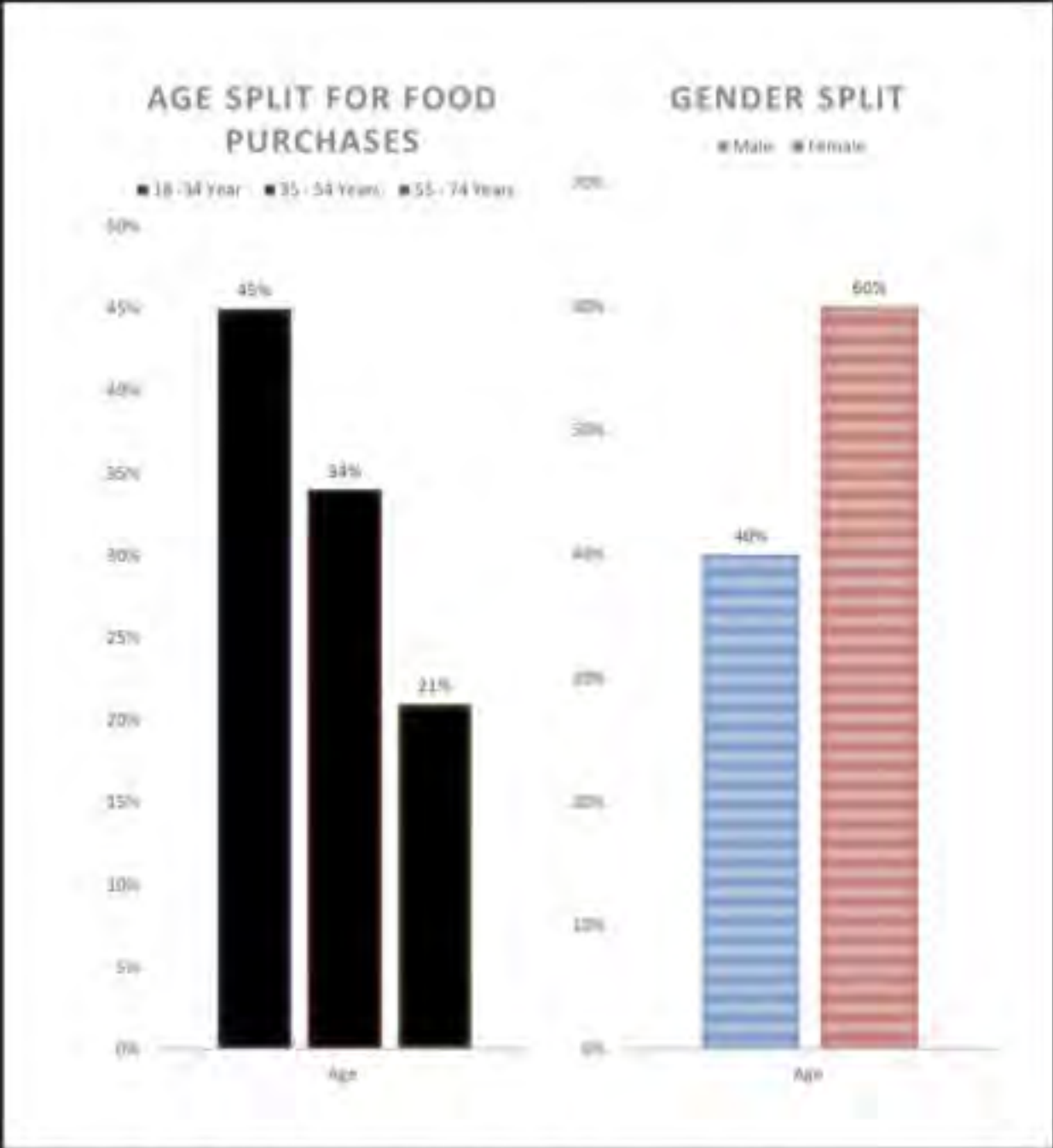
- Three simple but bold ingredients.
- A pairing guide for Windhoek Lager or Draught.
- A QR code to reveal the dish and chef behind it.

Customers share their meal reveal and rating on social media using #WindhoekRealFood for a chance to win a private chef experience.



ECOMMERCE

Demographics and Behaviour



Age Split: Highest with 18 – 34-year-olds
Gender Split: Highest with females

Behaviour: The period from the 15th to the 20th of each month is the quietest for liquor sales, but it is the most active time for ready-made meals, particularly between 14:00 and 16:00

Proposed Food Pairings



FRESH VS BOLD MEALS

Primary Shopping Mission

Main Groceries Shop	30%
Specific Item/ Occasion	10%
Convenience & Fast Delivery	60%

Mechanic



Buy a full 6 pack of;
• Windhoek Lager and Draught
And Get a Free Meal
Platform Funds Free Meals

Valid from the 21st to the 5th of each month, 2025, while stocks last. This promotion aims to boost Windhoek Beer sales while maintaining its connection to food during quieter weeks.

INTERNAL COMMS



Windhoek Staff Cook-off: 3 Ingredients. Big Flavour.

We're putting our team's skills (and taste buds) to the test with the Ultimate 3-Ingredient Cook-off challenge. Think you've got what it takes?

Pick your challenge:

- The Ultimate 3-Ingredient Cook-off
The challenge: Teams to go head-to-head, creating a dish using just three bold ingredients.
The twist: You'll only discover your ingredients 5 minutes before go-time.
- The 3-Ingredient Beer Pairing Challenge
The challenge: Craft a meal using 3 ingredients that pair perfectly with Windhoek Beer.
The twist: Blind taste test by execs to decide the ultimate pairing!

PR

CAMPAIGN OBJECTIVES

1

**RAISE BRAND AWARENESS
FOR WINDHOEK BEER**

2

**POSITION WINDHOEK
BEER AS A PREMIUM
BEER CHOICE MADE
FROM ONLY THREE
NATURAL INGREDIENTS**

3

**BUILD PARTNERSHIPS
WITH LOCAL FOOD HEROES
AND INFLUENCERS TO
ENGAGE CONSUMERS AND
PROMOTE THE BRAND**

4

**INCREASE ENGAGEMENT
AND SENTIMENT ACROSS
SOCIAL MEDIA PLATFORMS**



PROPOSED PR TACTICS

1

Positioning releases and press kits (markets, events, food trucks, partnerships, eCommerce, UBM sponsorship) and media always-on media outreach

2

Marketing/brand story releases (campaign assets)

3

Print features – working with food and lifestyle magazines/blogs/sites for feature stories

4

If TV – develop episode releases to media

5

Curated media and influencer gift drops/pairing kits – Windhoek Beer, recipe book, culinary items and ‘three-ingredient recipes’

6

Co-created content with foodie/lifestyle collaborators/influencers (mix of micro and macro, leverage J'Something and Coco, recipes and challenges)

7

Series of nano/social army amplification bursts (across IG/FB Stories, RT/Shares, X) to drive series

8

Media partner feature stories/content/collabs and giveaways

9

Media experiences – Three-ingredient cooking challenge; food truck visits to media houses; media/influencer and superfan invites and hosting to brand events

10

Media outreach – build relationships with local food and beverage journalists to feature Windhoek in lifestyle and culinary publications

COLLAB FOCUS

01

KEY MOMENT COLLABS

Partner with top South African food bloggers and influencers throughout the campaign, in bursts, to create for us/attend events/takeover socials at high-impact times (full schedule to be developed).

02

AUDACIOUS CONTENT

Creators develop and share three-ingredient recipes; Windhoek mystery box meal challenge; pairing challenge with blind taste tests; a series of ASMR (Autonomous Sensory Meridian Response) videos with influencers focusing on the sounds of cooking and the sensory enjoyment of Windhoek beer pairings.

03

CREATOR TAKEOVERS

Creators join Real Food Scouts for @WindhoekBeer_SA social channel takeovers (BTS and authentic voice).

04

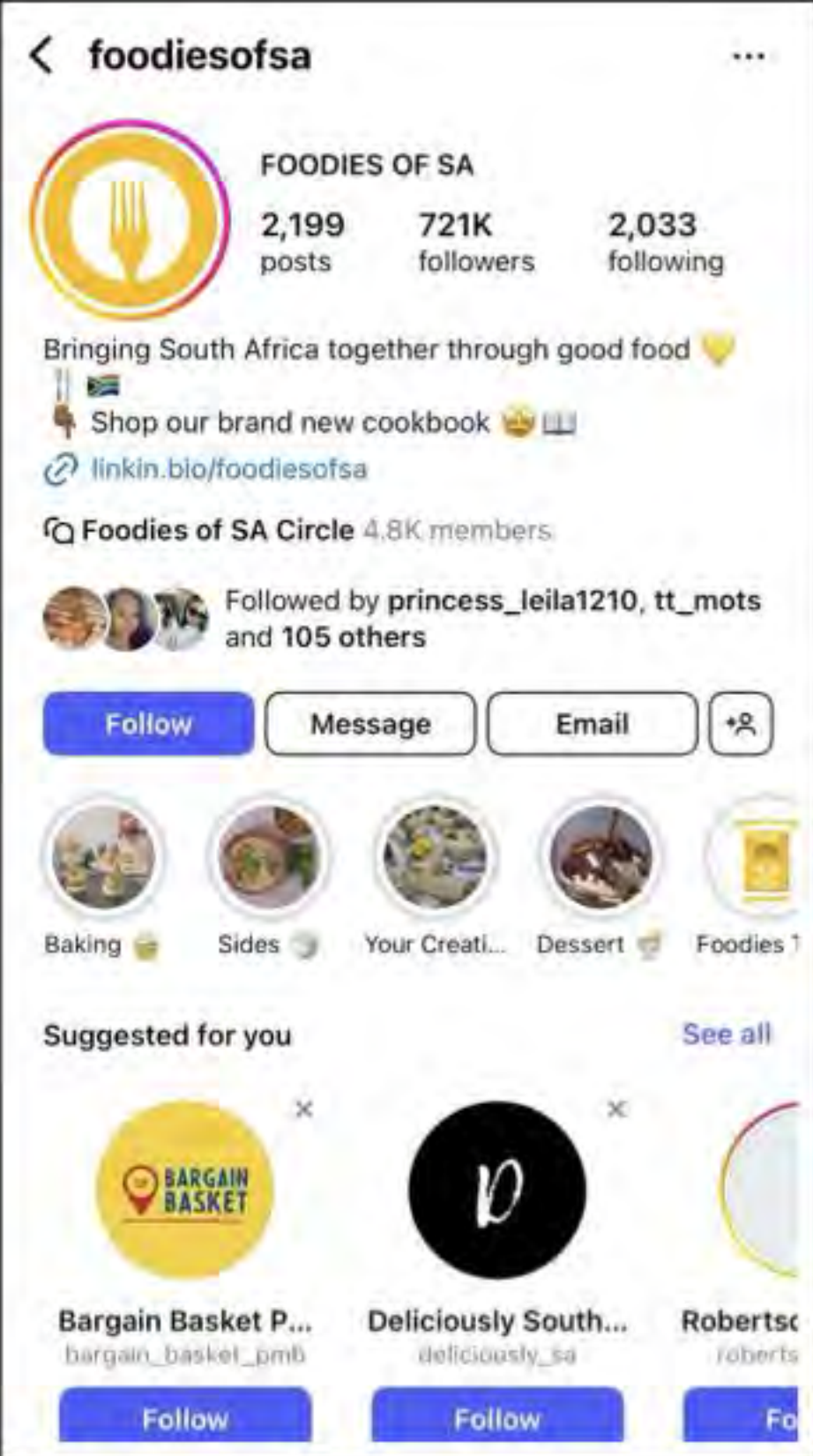
UNIQUE FORMATS

Use Instagram's dual live feature for live cooking sessions with influencer and superfans cooking a three-ingredient dish and share their thoughts on pairing it with a Windhoek beer.

Friendly cook-offs between influencers, streamed live.



EXAMPLE INFLUENCER COLLABS



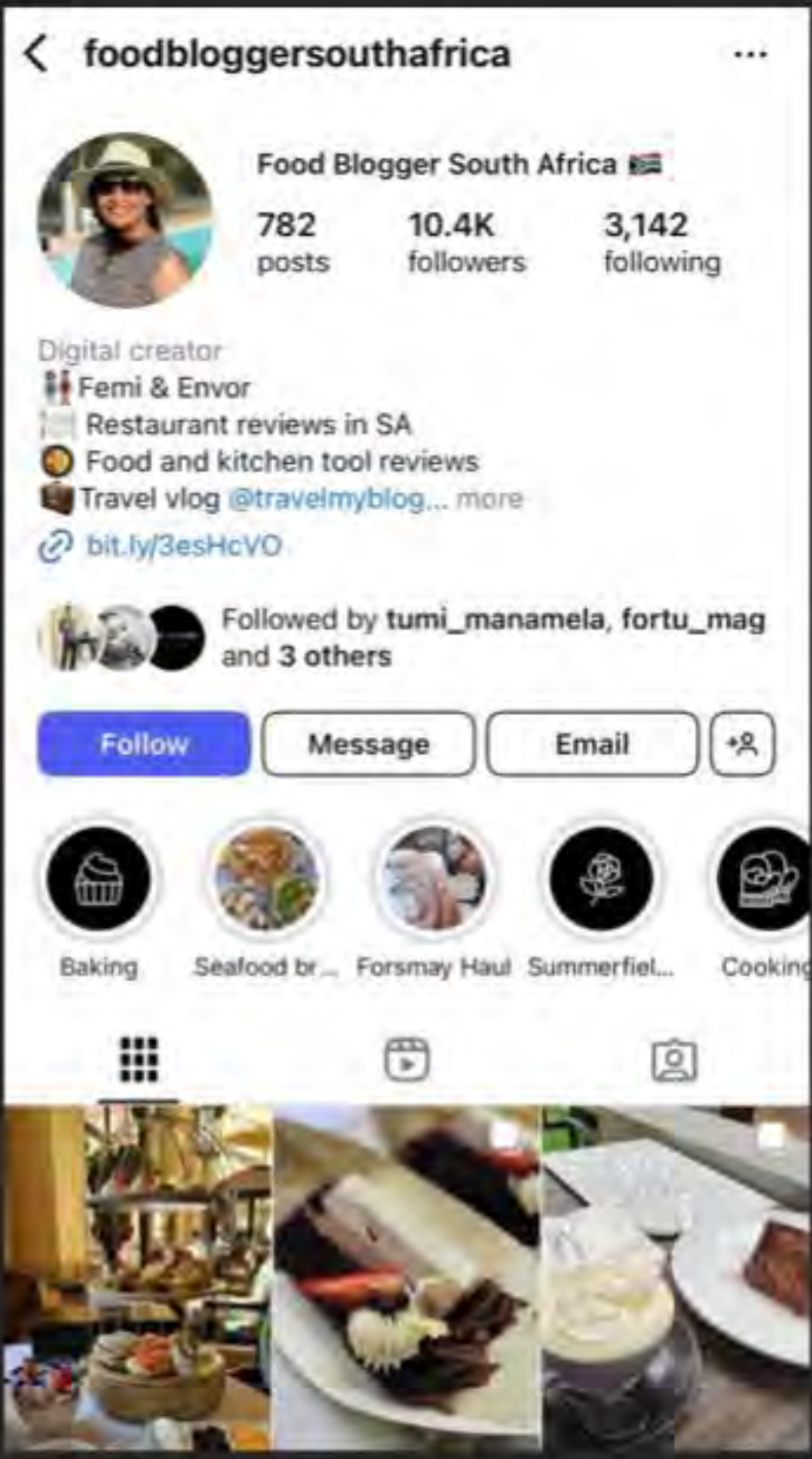
Foodies of SA

This is an online platform which aims to revitalise the act of everyday cooking to encourage and sustain meaningful friendships and relationships.



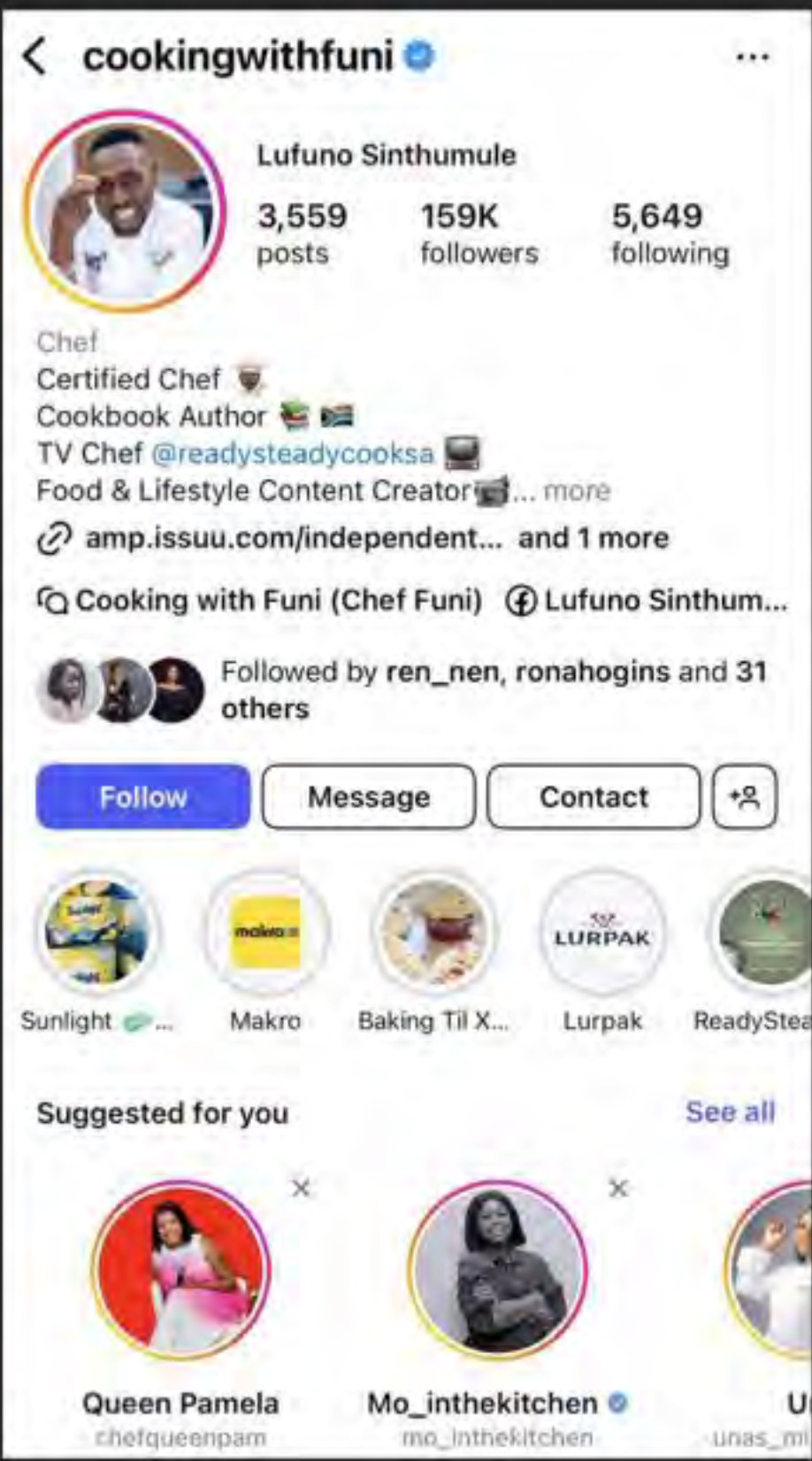
Chef Marcus

Marcus Modimokwane believes that "with food, we can change the world". He remembers watching his grandmother cooking when he was young.



Food Blogger SA

A food enthusiast who uses their platform to share their passion for food.

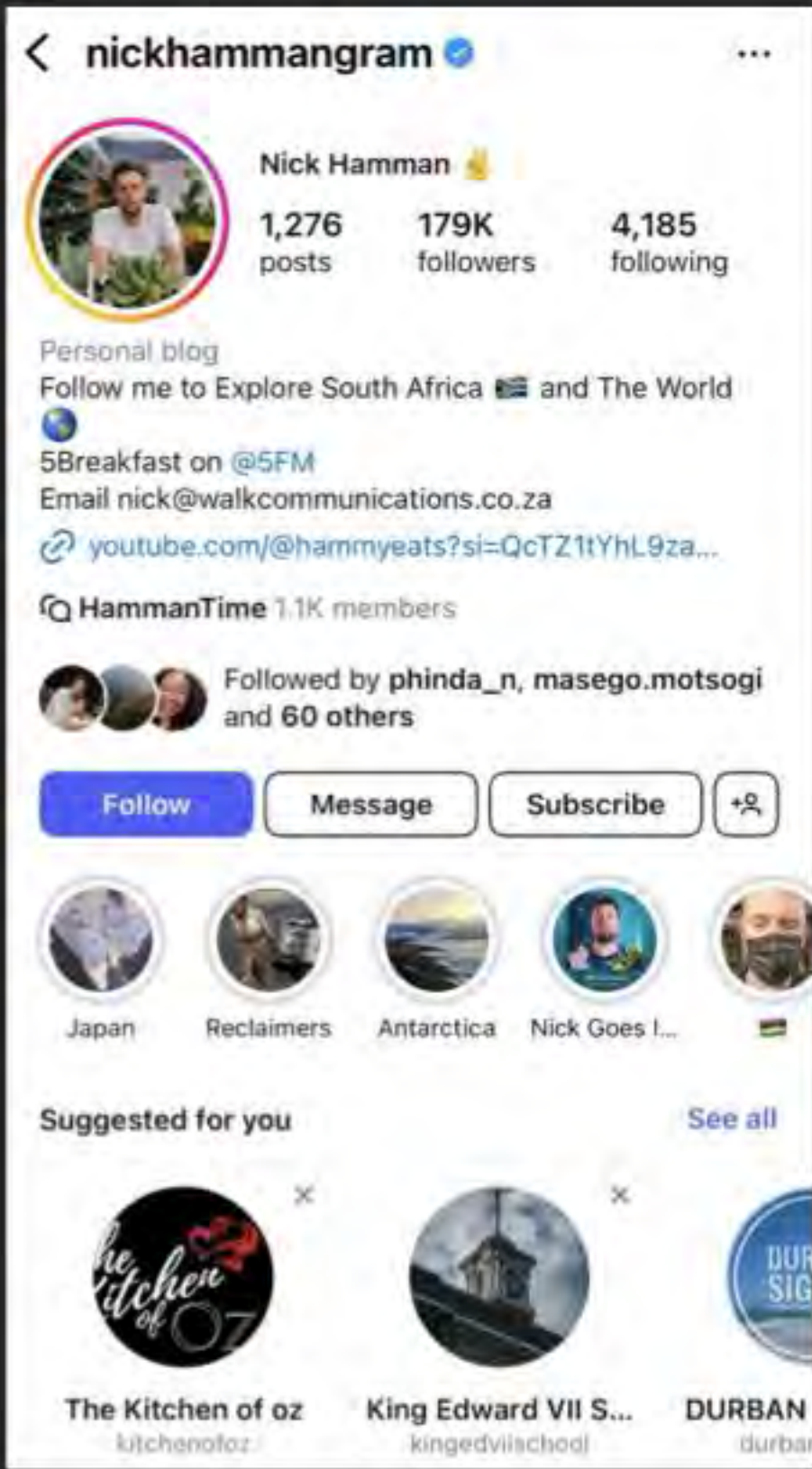


Chef Funi

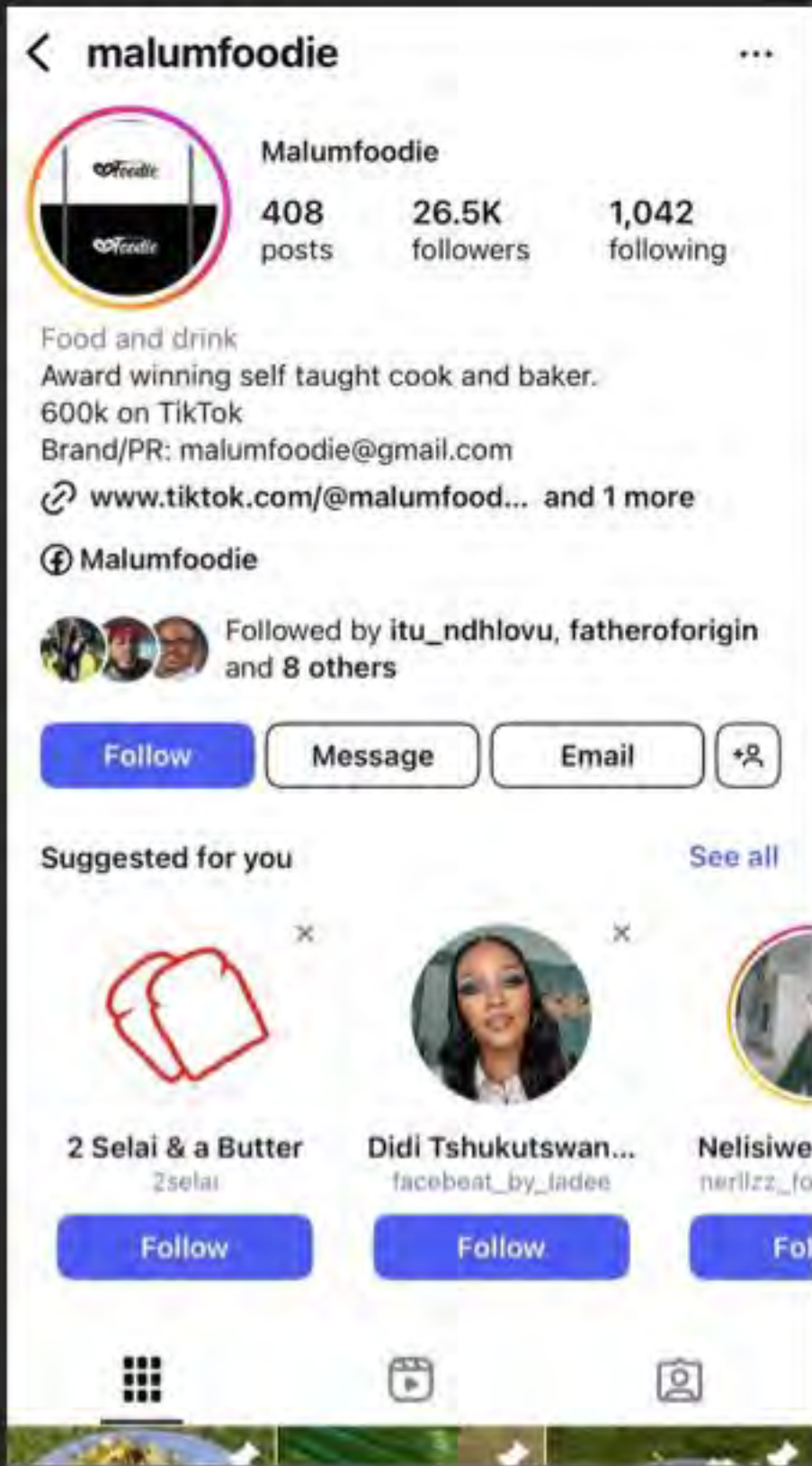
South African chef, culinary lecturer, cookbook author, and founder of the "Cooking with Funi" brand.



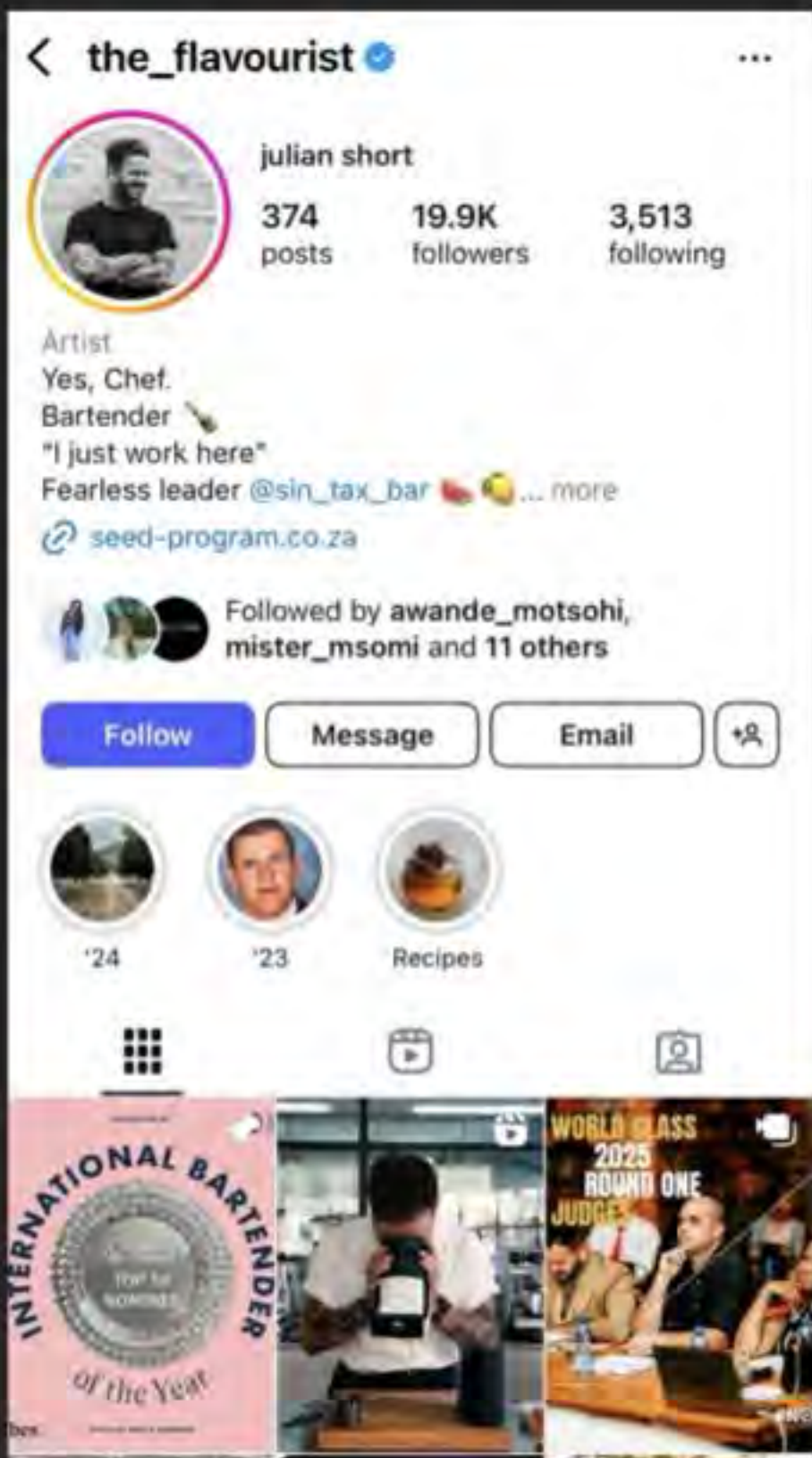
EXAMPLE INFLUENCER COLLABS



Nick Hamman
South African radio DJ and food content creator



Malum Foodie
Award-winning, self-taught cook and baker



Julian Short
Chef, foodie and bartender



Kamini Pather
SA foodie, author, TV host and Masterchef winner



SPONSORSHIP

THREE



A BARLEY, HOPS & WATER PRODUCTION

Windhoek

REAL FOOD • REAL PEOPLE • REAL PLACES

NOTHING ELSE

THINGS

FOOD MARKET

WINDHOEK THREE THINGS FOOD MARKET

For the culmination of the campaign Windhoek will partner with J'Something and Coco to launch a food market that brings real food experiences to life.

Venue: Gillooly's Farm (Relaunch)

Date: November 2025

Frequency: Sundays 10 am - 10 pm

Touch Points:

- Food stalls by chefs from the content series
- Windhoek food trucks
- Experiential touch points around three ingredients
- Windhoek harvest table and picnic area
- Windhoek beer pairing experience
- Unplugged Afro-soul music



WINDHOEK FOOD MARKET OVERVIEW





3 INGREDIENTS = NATURAL BEER = NATURAL EXPERIENCE



REAL FOOD EXPERIENCES

WINDHOEK INTRINSICS TO BE INTEGRATED INTO ALL MARKET EXPERIENCES

FRESH FISH ON THE DAM



LONG TABLE IN THE WOODS



PICNIC IN NATURE



REAL FOOD, FOOD STALLS



FRESH BAKERY



HERB GARDEN



REAL BEER EXPERIENCES

BREW MASTER VARIANT TASTING



VARIANT FOOD PAIRING



WINDHOEK MAIN BAR



WINDHOEK CRAFT TRUCK





**TOOLKIT THAT BRINGS NATURAL ELEMENTS TO LIFE
WITH A FOCUS ON WINDHOEK'S ICONIC BLACK AND DUNE**



THE ULTIMATE BRAAI MASTER

SA'S MOST WATCHED SHOW ON A SUNDAY

Speaks to the Windhoek demand space 'Fun Together at the Fire'



THE WHY

MOST WATCHED

**ACHIEVED AN AVERAGE
OF X VIEWERSHIP**

**CULT FOLLOWING
CREDIBILITY FROM
CONTENT POV**

ACHIEVED TVR:

Feb: 11.3
Mar: 15.9
April: 21.1
Overall: 35

ACHIEVED REACH

Feb: 4.5% (126,540)
Mar: 4.2% (118,100)
April: 5.4% (151,848)
Overall: 9% (253,080)



**Most watched
programme during
the 17:00 - 18:00
Sunday time slot
across FTA channels.
Outperforming SABC 1**

THE HOW



Integration Approach for 2025:

- **Flighting from October - December**
- **12 Episodes (1 per week)**
- **Secure prominent product placements in UBM episodes**
- **Sponsor a "Windhoek Three Things" segment**
- **Exclusive content to reinforce the brand's food connection**
- **Grand finale at Windhoek Food Market. AUDACIOUS**
- **Use of judges, contestants and hosts at Windhoek events**

ADD IN OUR INTEGRATION INTO THE SHOW

CONTENT INTEGRATION (INCIDENTAL BRANDING) + IMPACT + HYGIENE

IT'S NOT THE DOP AND A CHOP

GOLDEN TONGS

THE HOW



We're turning up the heat with The Ultimate Braai Master, integrating Windhoek in ways that feel real, bold, and unmissable.

On-screen presence:

Product placement, sponsored segments, and exclusive content.

Grand finale integration:

A premium brand moment woven into the show's biggest event.

Judges, contestants and fans: Engaging key players and die-hard braai lovers alike.

Beyond TV:

Strong brand association, amplified by post-show digital engagement.

Execution strategy:

- Seamless, authentic integration - no forced branding.
- A bold presence that enhances the experience, not interrupts it.
- Driving engagement through social media and community participation.
- Aligning with the show's audacity, craft, and competitive spirit.

Windhoek and flaming food culture - 100% real, 100% the perfect pairing.

CREATIVE

Look & feel and touch points

Squeezeback



Posts with
post copy



The flames are high, the stakes even higher, and only real skill will see you through. No shortcuts, just like Windhoek Beer. Don't miss the first episode of The #UltimateBraaiMaster on eTV 24/08 at 5 PM, proudly sponsored by #WindhoekBeerSA #100Real



No shortcuts. No fakes. Just 100% real braai mastery, because anything less wouldn't pair well with a Windhoek Beer. Catch the next episode of The #UltimateBraaiMaster on eTV 14/09 at 5 PM, proudly sponsored by #WindhoekBeerSA #100Real

Posts



Story Poll



CREATIVE

GOLDEN TONGS AWARD

Golden Tongs Award

"For Fire, Flavour & Fearlessness"

Award Description:

Each week, the *Golden Tongs Award* is handed to the braai master (or team) who brings the most fire to the flames—whether through creativity, technical brilliance, bold flavour combinations, or sheer grit under pressure. It's not always about winning the challenge—it's about making an unforgettable impression.

Awarded for:

- Mastery over the flames
- Exceptional creativity with ingredients
- Stunning presentation or storytelling
- Big comebacks or standout moments
- Bold flavour that leaves the judges speechless



THANK YOU