

Castle Lager kicks off braai season with Mzansi's favourite sports stars!

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For months now, South Africans have been unable to host their loved ones for what is easily the nation's favourite pastime - braaing. What made matters worse, was that Mzansi was unable to enjoy its favourite beer for a number of weeks. And so, Castle Lager is proud to introduce #CastleBraaiSeason as they take back summer and reignite the braai culture.



Proteas fast bowler Beuran Hendricks has some sizzling content lined up for fans as he shows off his braai skills on #CastleBraaiSeason

According to the brand, #CastleBraaiSeason is an exciting new occasion that is set to bring South Africans together to enjoy a beer over a braai every last Saturday of the month.

"The goal is to get South Africans to rediscover the joy of having a braai with Castle Lager and ease them back into this pastime, by providing them with everything they need for this occasion at a convenient price," said Castle Lager brand director, Kudzi Mathabire.

"Castle Lager will be hosting a digital content series that will bring back our beloved braai season. The series will be presented by Siv Ngesi and will feature three players from Bafana Bafana, the Proteas and the Springboks, as well as a few prominent personalities who are friends of the brand. These stars will be competing every week in a braai-off contest that will be supported by a partnership with the country's leading radio stations, Metro FM and Ukhozi FM. The brand's social media platforms will be used to drive consumer participation," Mathabire continued.

Sports fans can look forward to witnessing the braai skills of famed rugby players: Lukhanyo Arm, Makazole Mapimpi and Peter Steph Du Toit; cricket fans will be represented by Andile Phehlukwayo, Rassie van der Dussen as well as Beuran Hendricks; while Molefi Ntseki, Doctor Khumalo and Teko Modise hold it down for the football lovers.

All of this goes down in a four-part series, which started on Saturday, 5 September, followed by episodes on 26 September, 24 October and 31 October respectively. Castle Lager encourages its fans to catch all the action on the

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What's more, Castle Lager is filming the series in the homes of the selected sports stars, giving fans exclusive access into the homes of their sports icons while supporting the all-important #StayHome and #StaySafe messaging during the national lockdown. The brand will also use the opportunity to give viewers a glimpse of the soon-to-be-launched Castle Lager limited edition heritage t-shirts.

Sports stars will share their defining moments of their episodes and share braai tips with the listeners on Metro FM's Top 40 countdown (12pm-1pm) and Ukhozi FM's Top 20 countdown (2pm-3pm), on the last Saturday of every month.

Castle Lager is encouraging fans to engage with the campaign in two ways: First, fans can vote for their favourite sports stars every week; Second, fans can share content of themselves enjoying their braai with Castle, and sharing the tips and tricks that make their braai experience amazing using the campaign hashtag #CastleBraaiSeason. Fans that participate in the campaign stand a chance of winning 1 of 100 Castle Lager Weber braais.

Castle Lager is proud to continue its established legacy of uniting the rainbow nation through its passion for sports and entertainment. Make sure you purchase and have your ice-cold Castle ready to watch the series on www.castlelager.co.za as well as Castle Lager's Facebook and YouTube pages, from the comfort and safety of your home.

For more information check out www.castlelager.co.za or follow the official social media pages:

Facebook: [Castle Lager SA](https://www.facebook.com/CastleLagerSA)

Twitter: [@CastleLagerSA](https://twitter.com/CastleLagerSA)

Instagram: [castlelagersa](https://www.instagram.com/castlelagersa)



Can Proteas batsman Andile Phehlukwayo out-braai his teammates and take the cup as the #CastleBraaiSeason grand champion?

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