

Hungry Lion calls on SA to help break world record

The residents of Cape Town are invited to make history with Hungry Lion by breaking the Guinness World Record for the world's largest serving of fried chicken on Heritage Day on 24 September 2014.

Over 11,000 pieces weighing over 1.1 tons of king sized chicken will be served from a mega 4 metre high version of the brand's Pride Bucket at the Liberty Promenade Mall in Mitchell's Plain.

Participants will enjoy the chicken with a free Coca-Cola and will be awarded throughout the day with spot prizes and entertainment provided by Coca-Cola and TopStars AllStars.



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'Lucky Bucket' campaign

"The event is the culmination of our popular 'Lucky Bucket' campaign which has seen over 1.5 million digital voucher downloads and has resulted in double-digit sales growth for the brand," says Tashalene Reid, Brand Marketing Manager at Hungry Lion. "We have handed out over R6.9 million in prizes since the inception of the campaign and our R100,000 grand prize winner will be announced on the day."

She explains that the purpose of the event is to show how the company lives up to its brand promise of giving Mzansi More. "We couldn't think of a better way than to put smiles on the faces of at least 11,000 people on Heritage Day.

"We chose Cape Town as the destination to break the record because of the generosity of the people of the city but at the same time are ensuring that we give everyone the opportunity to participate by going into any Hungry Lion store and sharing our Heritage Day Feast with the whole family.

Four years ago, the record was broken by KFC in Kentucky, Louisiana with a weight of 907kg in celebration of its 70th birthday. The Qatar Food Company at the Karaage Festival weighing in at 1,076kg broke the most recent record on 23 September 2011 in Japan.

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