

# Varsity Eat Off part of Sandwich Baron's 20th anniversary

As part of its 20th anniversary celebrations, the Sandwich Baron ran a 'Varsity Eat Off' as one of 20 activations.



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The competition, run at Wits University, UJ and AFDA, has selected three finalists who will compete against each other in July, when the varsities reopen. The winning hungry under-graduates were Philani Mlatshwayo (University of Johannesburg, eating three chicken mayo foot longs); Nkuleleko Diji (Wits University, also eating three); and Maui Paradise (AFDA, eating almost four foot longs).

The final winner will be crowned the ultimate Sandwich “Baron” and, in recognition of this competitive spirit, will receive a free sub every week for one year.

Among its other social media promotions, it has been giving away 20 sandwiches every day. In addition, each winner of a free sandwich was invited to go into a Sandwich Baron franchise, take a selfie and post it to social media with #Happy20thBirthdaySandwichBaron in order to be entered into a competition to win R20,000 in cash.

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