

Castle Lager launches home-grown tour to showcase best of SA

Castle Lager launches its first ever Homegrown Tour today, 25 October - a cross-country adventure that'll bring together 26 lucky South Africans to experience the best this country has to offer over the course of five days.



The Homegrown Tour, which is likely to become a regular event in Castle Lager's diary of events in future, is designed to showcase everything that makes South Africa great: from top-notch hospitality and legendary hotels such as The Westcliffe and the Mount Nelson, to some of South Africa's past and present heroes, including Johnny Clegg, Bafana Bafana's Sphiwe Tshabalala and Justin Bonello. The tour will also celebrate some of South Africa's other heroes: those that brew Castle Lager. From the farmers of Kimberley's Barley fields, to the brewers at Newlands Brewery, the Homegrown tour will showcase not only what is great about South Africa, but also everything that is great about our local brew.

Starting in Johannesburg and ending in Durban, the tour will weave through Soweto, Kimberley, Cape Town, Durban and the famous Isandlwana Lodge in KZN.

"We have created this once in a lifetime tour to give a few lucky South Africans the opportunity to taste, see and experience first-hand what makes this country and this beer of ours so special and wonderful," explains Alastair Hewitt, General Manager of Castle Lager. "In less than a week, they'll experience what most of us can only dream of: five-star accommodation, a first-hand insight into everything - and everyone - involved in brewing the perfect pint of Castle Lager, conversations with legendary South African artists and sportsmen, and some of the world's most breath-taking scenery. We're excited to kick-off the first Castle Lager Homegrown Tour."

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