

Magnum to pop up in Cape Town

The Magnum Pleasure Store pops up at Cavendish Square, Claremont on 17 January 2015 in celebration of the brand's 25th Birthday, giving you the chance to customise your own Magnum and share the glamour of a quarter century of pleasure with some of the country's hottest celebrities.



Open daily from 10am-8pm and running for eight weeks only until 15 March 2015, Magnum Cape Town gives Magnum fans the chance to celebrate their favourite ice cream by customising it with their choice of decadent chocolate dip, and nearly 20 toppings from sea salt to chilli flakes and rose petals to chocolate-coated honeycomb. The Make My Magnum experience costs R50, which includes a choice of three premium toppings.

Having travelled the globe since 2012, The Magnum Pleasure Store has been drawing crowds of public and celebrities alike. After a record-setting run in Joburg, Magnum Cape Town expects to attract in the region of 50,000 pleasure seekers. At the dazzling official launch party to be held on 15 January, Jonathan Boynton-Lee and Leigh-Anne Williams will co-host some of Cape Town's leading VIPs prior to the official public opening on 17 January.

For more, visit: <https://www.bizcommunity.com>