

Marula, Rooibos welcome visitors

 By [ActivRetail](#)

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Two limited edition Flavours of South Africa variants that combine two homegrown flavours - Marula and Rooibos - have been released by Ceres to welcome visitors. The limited edition themed packaging, designed by Cape Town-based brand activation agency, 34, proudly sports the South African flag to catch the eye of consumers and stand out on shelf.



To further generate excitement and customer interaction, it has included an on-pack SMS competition where consumers can win R1 million worth of instant prizes, including shopping and spa vouchers and a 5-star South African holiday. The promotion runs from 1 April to 30 September 2010.

The case configuration for the 1L pack is 12 x 1L and 24 x 200ml for the 200ml pack. Available in supermarkets and convenience stores nationwide, they will retail for approximately R13.50 for the 1L and R26.99 for the 200ml six-pack.

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