

Branded van gets product to consumers

As part of a broader Kiri campaign that includes print, in-store and product sampling, a converted traditional VW kombi, the model that serves as an ice cream truck, made its successful debut at the recent Pick n Pay Taste of Joburg Show. Sylvia Swart, head of account management at [Lowe Bull Johannesburg](#), explains, "With the branded tasting van, we are able to take product directly to consumers and allow them to make this discovery while they are out and about."

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