

## Loco new launch for Savanna

Savanna has taken on a Mexican twist with the launch of a limited edition release cider, Savanna Loco, which combines the crisp taste of Savanna Dry with fresh tequila flavour in a market first for South Africa.



As the first spirit flavour mix in the cider category, the mash-up of Savanna with tequila flavour is a match made in Mexico. Both have a dry finish and go well with lemon, and with an alcohol content of 6%, Savanna Loco fits right in with the rest of the Savanna range.

“Only Savanna could launch something like this' was the general consensus during preliminary research. Consumers described the taste combination as unexpected, extremely fresh and well-balanced,” says Leanne Jones, Savanna global brand manager.

Supported by the strapline: “Savanna Loco. Add a leeedle crazy!”, Savanna Loco’s premium tequila cues are evident on the turquoise bottle label designs, which follow through on the 6-pack shrink wrap and case trays. Available for a limited period only, Special Release Savanna Loco sells at an RSP of R74.95 per 6-pack. It is also available in premium and trendy on-consumption outlets including Mexican restaurants.

To create further awareness and engagement, Savanna will be adding a “leeedle crazy” in all their through the-line communication with unexpected, “leeedle” bursts of joy on TV and radio. These will be supported by a call to action – Piñata style – on their social media platforms. Check out #SavannaLoco on [facebook.com/savannacider](https://www.facebook.com/savannacider), Twitter [@SavannaCider](https://twitter.com/SavannaCider), [Instagram.com/savannacider](https://www.instagram.com/savannacider) and [YouTube](https://www.youtube.com/). The Savanna mobile first website, [savannacider.com](https://www.savannacider.com), will also get in on the action.