

Sweetening up fashion again

Low calorie sweetener category leader Canderel will once again be partnering with the 2007 Vodacom Durban July as presenting fashion sponsor. This year is the second year that Canderel assumes the role, following its successful association with the event in 2006 and subsequent fashion partner achievement at this year's J&B Met in Cape Town.



Canderel's continued role as presenting partner for the fashion element of the Vodacom Durban July reinforces its alignment with fashion and style, says brand manager Helen Spreemann. Last year Candere embarked on a repositioning exercise that saw the category leader launch its alignment with fashion and style at the Vodacom Durban July.

This year, says Spreemann, Canderel moves into the next phase of repositioning with its fresh “Life Is Delicious With Canderel” campaign that leads a revitalised roll out of packaging, brand and product innovation. Again the Vodacom Durban July will serve as a national springboard for the campaign.

The sweetener is also the presenting partner of the Vodacom Durban July Young Designers' competition, well as sponsor of the Most Avant Garde and Sweetest Couple contests on race day.

Canderel has also been taking coffee to a higher plane at this year's Good Food and Wine Show (Cape Town International Exhibition Centre, 24 – 27 May, with the Canderel Gourmet Coffee & Low Calorie Smoothie Bar. Gourmet coffee fare on offer includes Latte art and edible espressos created by master baristas, sweetened with Canderel.

The ritual of creating and drinking the perfect cup of coffee, in all its incarnations, will be demonstrated by the master baristas, and a National Baristas Competition, co-presented by Canderel, will also take place during the show. The South African winner will represent South Africa at the World Barista Championships Tokyo later this year.