

Salad sponsor for National Braai Day

Braai4Heritage is a non-profit initiative that encourages all South Africans to celebrate Heritage Day (aka National Braai Day), 24 September 2009, with a good old braai. Aligning itself as the perfect accompaniment, Pioneer Foods ready-to-eat salad brand, Werda, has jumped on board as an official sponsor of the day.

 By [ActivRetail](#) 22 Sep 2009



“National Braai Day is a great marketing opportunity for us to entrench our brand in the minds of consumer as the convenient, time-saving and healthy meal accompaniment of choice. It serves as a great platform to create renewed excitement and awareness of Werda and allows for targeted promotional activities in the media as we approach summer,” says Lydia Britz, Werda's brand manager.

Werda's vacuum packed and convenient ready-to-eat salads are the ideal complement to any braai. They offer a long shelf life without needing to be refrigerated. Werda has already done all the hard work, consumers simply need to snip open the variant of their choice, then sit back and enjoy their braai with family and friends.



The range of salads also has added health benefits as they contain no colorants and offer many low fat or free choices. The variants include Sliced, Grated or Sweet & Sour Beetroot, Curried Carrots, Tomato & Bean Pasta Salad, Cheese & Mushroom Pasta Salad, Curry Pasta Salad, Lentil & Rice Salad, Pasta & Chickpea Salad, Curried Green Beans, Three Bean Salad and Bean Salad.

For more information on National Braai Day, recipes and competitions, see: <http://braai4heritage.co.za/>

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