

Nescafé Red Mug Sessions launch at Orbit Bistro Braamfontein

To provide a platform to enable everyone to mingle, engage and network with like-minded people, bring ideas to life and start something, Nescafé will be hosting Nescafé Red Mug Sessions at the Orbit Bistro in Braamfontein from 12 October 2014.

The events promise to be an infusion of coffee notes and music with great conversation amongst friends, highlighting well-known and up-and-coming artists, including DJs, who will be sharing their stories on how "It all started."

"To face the future, the brand must continually reinvent itself to stay relevant and iconic," says Grant Phillips, Business Executive Manager for Beverages, Nestlé South Africa. "The Sessions are about connecting people and particularly encouraging them to have conversations over coffee. This is how the brand is inspiring everyone to start something, as all great ideas start with a conversation."

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