

A burst of musical flavour at the Flying Fish Flavour Odyssey experience

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South Africa's premium flavoured beer, Flying Fish, gave Johannesburg a much-needed burst of flavour on 25 November at their highly anticipated Flavour Odyssey experience. The lush gardens of Victoria Yards were brought to life by the vibrant sounds and stylistic flow of American rapper J.I.D who performed alongside local superstars Moonchild Sanelly, Kitchen Mess, Sho Madjozi, Black Motion Spoek Mathambo and Manthe Ribane.



In the days leading up to the show piece event South Africans were highly anticipating international act Masego who announced that he was unable to appear at the Flying Fish Flavour Odyssey due to unforeseen circumstances. "South Africa, I don't like these type of tweets but I am stuck at the airport in London and can't make it to the Flavour Odyssey w/ @FlyingFishSA. I'll explain later just know that the show still continues and I promise to make it up to you very soon, I Love you!" he tweeted. The singer apologised to fans promising that he will be making his way to our shores as soon as possible.

Although the headliner didn't appear at the highly anticipated event, this wasn't enough to dampen the spirits of event goers who descended on Victoria Yards to watch the jam-packed line up of local and international acts add some flavour! American rapper **J.I.D**, who is signed to J Cole's Dreamville Records, proved to be a fan favourite performing new material from his highly anticipated upcoming second studio album, **DiCaprio2**, which is set to drop on Monday, 26 November 2018. The lyricist also enticed fans performing hits from his classic offering, **The Never Story**.



In addition to the intentional act, the crowd could not stop themselves from dancing to the energetic sounds of the diverse local line-up that included "**Mahke**" hitmaker Moonchild Sanelly, Sho Madjozi, Black Motion and upcoming artists Kitchen Mess. The electronic vibrations on Spoek Mathambo and Manthe Ribane kept the crowd moving with their unconventional sounds.

The first-ever Flavour Odyssey was created to shake the masses out of their everyday routines and add some flavour to their summer in celebration of the brand's new pack design that changes colour in the sun. Every aspect of the experience was unlike anything you've ever seen, centred around a massive sundial, with surprising experiences revealed every hour in music, art, food and fashion. The creative collective **The Sartists** curated an eye-catching fashion collection that was inspired by the sun which showcased a refreshing fashion adventure which encapsulated the unconventional and the colourful Flying Fish aesthetic.



“The Flavour Odyssey experience was inspired by our innovative new pack design which is sun activated and changes colour in the sun. With this unique event we are taking experiences to an entirely new level as was seen with the different experiences being revealed every hour in fashion, food, art and music around a massive sun dial.” Said Flying Fish Brand Manager Kerishta Siveraj. “These experiences speak to our consumers passion points and the Flavour Odyssey is all about giving them the license to collect experiences and not things” she concluded.

As the sun began to set, the crowd was in no mood to slow down. The music kept dancers on their feet as they took in the last moments of the unconventional experience. To find out more about how Flying Fish will be adding some flavour this summer follow the brand on their social media pages on [@FlyingFishSA](#).

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