

Media, liquor forum partnership

Spotong Magazine and the Gauteng Liquor Forum (GLF), which represents 15 associations and has a membership of more than 8000 shebeen and tavern owners across the province, have agreed to work together to support and promote responsible liquor trading in townships.



Published by Contact Media and Communications, the magazine is a free quarterly trade publication for township hospitality businesses, particularly restaurants, taverns and shebeens. It aims to empower these emerging entrepreneurs with the relevant trading skills and sound advice on how to grow and sustain their businesses.

"As a trade magazine, which is particularly focusing on these areas of businesses, we realised we needed to get closer to the liquor traders so we can better understand their daily challenges in running their businesses and provide them with relevant information to address these needs," says Spotong editor Donald Makhafola.

"The magazine also serves as a platform for government, large corporate companies such as breweries, wine producers, manufactures, service providers in finance and other areas of business within the sector to communicate directly with the traders."

GLF president Linda Madida, welcomed the partnership describing it as the "great achievement" for the forum and saying it comes at a time where their businesses were facing "big challenges".

"Our businesses are down due to the cold fronts and high transport costs and we therefore believe that its editorial content, dedicated to trading, will help us overcome many of these challenges," says Madida. He adds the partnership will help the forum to communicate with its members and other stakeholders. "Through Spotong our members as well as suppliers will now have a platform to communicate directly with each other."

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