

What a latte coffee... one every 10 seconds

Canderel takes Gold at Cape Town's GFW and serves over 15,000 hot beverages.



Saul Rivkind (MeriBrands) who accepted the Gold Award with the Hairy Bikers from BBC Food.

Canderel took home a Gold Award at the Cape Town Good Food & Wine Show 2008 for its innovative experiential activation. The award recognised the brand's commitment to the ethos of the show for design, conceptual and interactive elements of the stand, enthusiasm of the staff, great services and attention to detail.

The brand activated a coffee lounge offering patrons free specialty and gourmet coffees including a chocolate fountain. The goal was to beat last year's record of 10,000 beverages by 30% but the team superseded the previous record by over 50% serving more than 15,000 hot beverages. 150kg of the brand's chocolate was also used for the fountain.

Stirrr Mobile Specialty Coffee bars managed the activation. Their sales director, Andrea Sachar says, "We've been involved in some major events with some major brands, but this was by far the biggest challenge we've had to date - it translated to serving almost 360 hot beverages per hour".

Jason Frichol, Group Brand Strategist (Fore Good Investments) & Head of Marketing (MeriBrands) thanked MeriBrands' Saul Rivkind, Evolver Advertising, Pivion, VHP Productions, Tradeway Promotions, Stirrr and the organizers of the Good Food & Wine Show for their efforts, saying that "this has been one our most successful experiential exercises to date and it further solidifies our alignment to hot beverage."