

Tastic appoints Grapevine

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Tastic has appointed Grapevine to implement a PR/Communications campaign for their extensive and innovative portfolio of rices and complimentary products including; Tastic Parboiled Rice, Tastic Nature's range of Brown Rice, Tastic Rices of the World, Tastic Simply Delicious Ready to Eat range and cook in sauces. Grapevine will focus on communicating Tastic's intrinsic benefits which are not only wholesome and nutritional, but versatile, easy to prepare and cook perfect every time.

Tastic Corporation is a division of Tiger Brands Limited, one of South Africa's leading FMCG companies. Tastic Parboiled Rice was first introduced to South Africa in 1961 and has grown to become a household name and a brand leader. Tastic has been voted No. 1 ten times in a row in the Essential Food category in the Sunday Times Top Brands Awards.

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