

A powerful experience predicted for the DStv Delicious Festival

 By [Danette Breitenbach](#)

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The DStv Delicious Festival launched at an event at Multichoice City in Randburg on Wednesday with the announcement that it is bringing out the Jacksons to perform at the festival. This is the first time the Jacksons will have been to South Africa and performed here.

With an estimated 40,000 people expected to attend the event over its two days, 8-9 October, this year's event venue has changed and it will be held at the newly revamped Kyalami Grand Prix Circuit.

DStv's flagship lifestyle event

Now in its fourth year, the festival is DStv's flagship lifestyle event and a key multi-sensory festival in the country. Nomsa Mazibuko, group head marketing DStv, told invited guests, stakeholders and the media that the event was proof of the broadcaster's commitment to bringing global experiences to its subscribers and viewers. "It is about us leveraging our content to bring it to life and closer to the people who watch it every night. We are driven by our need to thank our customers."

As part of this, DStv is offering its subscribers a 20% discount on tickets. The offer is available from the launch (29 June) to 3 July on its website. The subscribers will also be the first to be able to purchase tickets.

"We are also rewarding our subscribers with an exclusive food experience at the DStv Explorer restaurant, which will offer a three course meal with wine and champagne." She adds, "As DStv we want to make the festival experience as powerful as we can for our customers."



The event is presented by Nedbank. The bank's group executive, group marketing, communications & corporate affairs, Nedbank Limited, Thulani Sibeko, says they view the event as a great concept to connect with the Mzansi people. "The festival enables us to spend time with our clients as they celebrate life and we want to share these moments with them through the things they love; family, good food and wine."

Lloyd Cornwell, festival director of the DStv Delicious Festival, reiterated that the festival is for the people. "The festival is about South Africa and its people. As such, this year you will not be able to gain entry to the event with your ticket only. You have to bring a non-perishable item as well."

The items will be distributed to orphanages and selected children's homes on the Monday following the event.

Line-up

This year's entertainment also includes A main course of The Jacksons, Arrested Development, Elements of Life, De La Soul, Roy Ayers, LIRA, Mi Casa and Judith Sephuma. The Jacksons will perform on the Sunday of the event.

This year's event will see a number of the channels in the DStv bouquet get involved, with BBC and the Food Channel as well as local channels SuperSport and Mzansi at the festival. The format of the event has changed over time and this year is no different. The format will be announced in due course.

Sponsors of the event also include Makro, Castle Milk Stout, Kaya FM, Independent Newspapers, Ticketpro, Jeep and Generosity Water.

Tickets are available from www.ticketpro.co.za:

- General Access Day Pass: R475
- General Access Weekend Pass: R810
- Kids Zone: R100
- Delicious Lounge Day Pass: R1250
- Delicious Lounge Weekend Pass: R2100
- Decadance Luxury Lounge: R3705
- Decadance Weekend Pass: R5925
- Jeep Luxury Ticket: R3950
- Let's Call It Brunch Day Pass: R2470
- Let's Call It Brunch Weekend Pass: R3970

www.deliciousfestival.com

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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