

## Grande Roche appoints Kobus Wiese as brand ambassador

Grande Roche Hotel in Paarl has announced South African sport's icon Kobus Wiese as its official ambassador. "I have loved the Boland and Paarl area since my youth and have made life-long friends here. I believe it to be one of the most beautiful regions in the world, and after travelling extensively, have made it my home. I am very proud to have been asked to be brand ambassador for the Grand Roche and Viande, and look forward to making people more aware of this "jewel" in the Boland," says Wiese.



Chef Pete Goffe-Wood and Kobus Wiese

Wiese will also be the brand ambassador for the hotel's restaurant, Viande.

Viande enjoys the attention of South African celebrity Chef Pete Goffe-Wood, a.k.a the 'Kitchen Cowboy', who became a household name as a judge on the Masterchef South Africa series. Goffe-Wood says that both he and the owners of Grande Roche, Hansie and Theresa Britz, are thrilled to have Kobus on board as the hotel's brand ambassador.

"It is hugely exciting for us to have such a recognisable South African in our corner. As an avid rugby fan, I have followed Kobus's career since he first started playing for South Africa in 1993, and I think many people will agree that when our rugby team brought home the World Cup, every player in that team was hailed as a National hero – so to collaborate with Kobus is a wonderful personal and professional highlight."

"Kobus's role as an ambassador for the Grande Roche and Viande will be an organic one that will grow with time. He is a very identifiable figure and well connected through his previous sports career, as well as his own successful business ventures, and will bring welcome focus and attention to our exciting new venture here in Paarl."

Wiese explains that he was in school with Hansie Britz, owner of Grand Roche – both attended the local Paarl Gym high school and they have remained close friends. Wiese, Britz and Goffe-Wood all share a love and appreciation for good food and fine wine – as well as an affinity for South Africa's hospitality industry.

"There is a great synergy between us, and as an entrepreneur myself, I believe South Africa needs more people like Hansie and Pete, who create jobs, opportunities and experiences that promote our beautiful region and country."

For more, visit: <https://www.bizcommunity.com>