

Liefmans runs Valentine promo in Western Cape

During February, the month of love, the Belgian Beer Company is bringing Liefmans beer to key trade and on-consumption venues in the Cape, taking advantage of the brand's red colour and summer-love brand positioning and promoting Fruitesse as a romantic, fun summery beverage that can be enjoyed with ice.

The activation, 'Want a Little Liefmans in your Life', consists of hosted tastings, branded giveaways and social media interactions. For a list of the events, go to www.BelgianBeerCompany.co.za.

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