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There is a phenomenon lurking in Mzansi where we happen to find ourselves foraging for escapism in clubbing as young people of this nation. In spite of the pandemic almost shutting down our valid dreams to make a mark in this thing called life, there is no other “inexpensive” way to escape reality.

If we look at this from a business lens, this presents an opportunity for alcohol brands to jump on the existing trend and change the narrative in a way that addresses emotional issues that South Africans are facing. Savanna (cider) is a revolution that has changed groove forever, paired with the amapiano sound, it's impossible for the youth broadcasters (using their cellphones of cause) not to be innovative by hoisting and doing all kind of dances using the product. It is clear that Savanna has struck a certain cord with the youth even for hangover purpose it is their go to cure. Has Savanna added “happy hormones” to the cider or has peer pressure and what looks cool taken over?

Take depression for example, and the bad connotation it has in African(black) homes where one is assumed to having demons when depressed or force to see a traditional healer... Economic emancipation in this nation, let's agree point blanc, is no where near where our four fathers envisaged. The gap between the rich and poor has worsened thanks to the pandemic

However, Bev (short for beverage) is currently the best counsellor when there is no one to listen to your sober stories due to the sole fact that everyone has their own heavy cross to carry. Enjoying “bev” responsibly is paramount, law and order still rules the order of the day.

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