

Legend Extra Stout Activates Legend Taste & Tell in Lagos

Legend Extra Stout recently kicked off the second edition of the Taste & Tell Activation, a campaign already delighting more winners by the day.

The Senior Brand Manager, Stout and Life beer- Nigerian Breweries Plc., Funso Ayeni, stated that the activation was designed to sustain engagement between the brand and its consumers. "We started the Legend Taste & Tell activation last year and we are continuing with it because it is a unique way to engage and bond with our teeming consumers. Our relationship with consumers does not end when they consume our brand. Rather we see it as the beginning. We are constantly looking for more ways to engage them and that is why we came up with this activation", he said.

Ayeni stressed that the brand was identifying with the rich cultural heritage of Lagos State. "Legend Extra Stout prides itself as the Real Deal and we associate ourselves with values that are real and original. We realise that culture is an indelible part of our existence. That was why we decided to key into the rich cultural heritage of Lagos State", Ayeni submitted.

The Legend Taste & Tell Activation, which kicked off in March 2015, will end in June with lucky winners walking away with mouth-watering prizes like Generators, Refrigerators, LCD Televisions, free Legend Extra stout, amongst others.

Three winners; Tosin Adekunle, Femi Olaniyi and Titilayo Odunkoya emerged at the event. For their feats, they went home with a brand new Generator set, Television and refrigerator respectively.

There was an electrifying majestic Eyo masquerade cultural display and wonderful performance by dance hall

artiste, Oritse Femi. The Delta state born entertainer was in his elements as he performed a medley of his hit songs including 'Blessings of the Loud, Flop Politicians, Boys DeyBinu, Redi Dance, amongst others. The crowd was also treated to rib cracking jokes by ace comedians De Don and Gandoki. The

event was also spiced up with live music performance from fast rising live band, Platinum Blazers.

Taste & Tell Game was also one of the high point of the event. The game was easy enough. Interested tasters were randomly selected from the crowd to identify which of the glasses contained

the Real Stout. Prior to the game, basic characteristics of a real stout were read out by the comedian to include, unique and exciting bitter taste, a quality foam head and smoothness. De Don, the anchor of the event had a hectic time picking participants as it appeared that everybody wanted a shot at the game.



Managing Director, Oliver Fages; Marketing Director, Sola Oke and Chief Financial Officer, Michael Ehindero, all of Pernod Ricard Nigeria during the official launch of BAR150 Programme at the InterContinental Hotel in Lagos at the weekend

Guinness' New Boss Visits NSE

STORIES BY AZEEZ DISU

The recently appointed Managing Director of Guinness Nigeria Plc., a prime player in the brewery industry in Nigeria, John O'Keeffe, will on Tuesday 24th March 2015 lead his Executive Team and other officials of the company to the prestigious Nigerian Stock Exchange (NSE), where he is expected to conduct the closing gong ceremony.

The gong closing ceremony is an event that is used to signify the end of the day's trading activities at Stock Exchanges across the globe and an invitation to beat the gong is considered by many to be an honour and an acknowledgement of a corporate's market standing and achievement.

O'Keeffe has remarked on the import of the occasion, "Guinness Nigeria has been invited to beat the gong to signify the close of the day's

trade and we are pleased that the Nigerian Stock Exchange (NSE) has deemed it fit to honour us in such a manner".

"Guinness Nigeria has been listed of the Nigerian stock Exchange since 1965 and we are the 7th largest company by market capitalization on the exchange. We are aware of the history that we have in this country and we are committed to implementing our strategic plans to grow within the market as signaled by major investments that we have made in areas of capacity expansion amongst others," he added.

Guinness Nigeria was established in 1950 and listed on the Nigerian Stock Exchange in 1965 and has such popular brands like Guinness Foreign Extra Stout, Guinness Extra Smooth, Harp Lager, Malta Guinness and Malta Guinness Low Sugar, Smirnoff Ice, Snapp, Dubic lager and Orijin under its belt.

The NSE, a registered company limited by guarantee,

was founded in 1960 and it is licensed under the Investments and Securities Act (ISA) and regulated by the Securities and Exchange Commission (SEC). The Nigerian Stock Exchange is committed to adopting and encouraging the highest levels of international standards.



John O'Keeffe, MD, Guinness Nigeria Plc

CPC Tasks Food, Beverage Firms on Operation Regulation

The Director-General Consumer Protection Council (CPC), Dupe Atoki, has charged food and Beverage companies to reduce the quantity of sugar, salt and other additives in their food and drink products in the interest of the health of the consuming public.

Atoki made the disclosure at a symposium on "Implications of Unhealthy Food Intake to National Development" held at the instance of the Brand Journalists Association of Nigeria recently in Lagos to commemorate the World Consumer Day.

"Food and Beverage Industry operatives owe their consumers the duty to regulate their operations by maintaining health standards in their kitchens or factories, by reducing their sugar, salt and additive contents in their foods and drinks.

"They also need to reduce their advertisement appeal especially to children. I am aware that Self-Regulation has not worked because of Profit motive, and the belief that "It is the choice of the individual at the end of the day". That argument is self-serving. The National interest should come first,"

said Atoki who was represented by Head, Lagos Office of CPC, Tam Tamunokobia.

Atoki linked unhealthy diets, which food high in these additives constitute, to obesity, high blood pressure, high blood glucose, high cholesterol and cancer which are amongst 10 biggest causes of death worldwide.

She disclosed that CPC intends to carry campaigns on reduction of salt and sugar consumption, encouragement of nutrition labeling on pre-packaged foods, as well as advocating for healthy foods in schools and places of worship to mosques, churches and schools.

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