

Winner emerge on Airtel Trace Music Star



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Airtel Nigeria, one of the leading telecommunication in Nigeria has empowered youths that love music with Airtel Trace Music Star. The competition which was in conjunction with Trace Urban TV ended on February 28 with Okotete Enajite emerging the overall winner.

The Grand finale of the competition held at the Ocean View, Lagos with the winner carting away with the cash prize of N4million, a chance of a record deal with Universal records and an opportunity to represent Nigeria at the pan Africa grand finale with representative from 13 other African countries in Kenya in March 2015.

Airtel trace star is the first African mobile phone completion; the initiative is for youths across the country to express music on phone without travelling around Nigeria. Airtel Nigeria, has given this opportunity to Nigerian youth by empowering them with its services to reach and participate in the contest, which has eventually produced a national championship among others like Tejiri Odigboro, Omotayo Otitiju, Pearl Awa Agwu and Yetunde Adeyanju who reached the final stage of the national competition.

The elated Enajite, commenting on her victory said: "I am so excited...truly grace has brought me this far. I wish to say a very big thank you to Airtel Nigeria and Trace Urban TV for this initiative and supporting Nigerian Youths. Also, I

thank my family, friends and fans that have supported me all through the competition. I promise to keep the flag flying high and better things to come.

The Judges who oversaw the process of selecting the finalists and the winners are Veteran Broadcast and entertainment expert Olisa Adibua; Ace producer and song writer Cobham Asuquo and Multi Award winning Artiste Lara George.

The event was hosted by Beat Fm and Industry Nite's host, Jimmie and comedienne/OAP, Chigurl. Nigeria's king of rap, Vector Tha Viper thrilled his fans to a mega performance at event. The King Kong hit maker performed alongside other prominent artistes in the industry like Falz, Joe el, Ice Prince. Also present at the event was Sexy Steel

and Adams of Sound City.

Speaking at the event, Maurice Newa; Chief Commercial Officer Airtel Nigeria, said that Airtel Nigeria has been in the forefront of empowering Nigerian youths through various credible platforms with the sponsorship of top entertainment and talent-hunt projects such as Nigeria's Got Talent, which has provided opportunities for thousands of youths to take their skills to the next level. The Telco also recently initiated another music talent show tagged 'Airtel One Mic' with the aim of discovering young talents in tertiary institutions across Nigeria.

He noted that another robust platform created by Airtel Nigeria to empower youth is the yearly Airtel Rising Stars championship which was conceived to discover youths, both male and female, with football talent across Nigeria.

Trace, an international media group has deep African roots and is a major promoter of African music to the rest of the world. It runs five music TV channels across Africa and currently, it airs videos by numerous African artistes in 160 countries globally through its network of music and sports celebrity TV channels. Trace Urban is available on DSTV Channel 322, while Trace Sports Stars is currently available on DSTV channel 188.



Servair Nigeria is International Catering Award winner

Servair Nigeria, the leading Pan African Catering Services FZE has been announced as one of the winners of the internationally recognised Quality & Safety Alliance Inflight Services Programme (QSAI) Award of Excellence in Catering Quality. The company was named the 2014 Bronze Winner for Europe, Middle East and Africa (EMEA) region, in the award designed to recognise the world's best airline caterers.

This will be the first time a West African company will be winning the prestigious award. It is also the first time any unit of Servair International, the third largest airline catering company in the world, will win the award.

Speaking on the development, Patrice Larapide, general manager, Servair Nigeria said: "We are thrilled to have won this award. It's a real boost to Servair Nigeria at a time when we've re-focussed

our efforts to put the customer at the heart of every meal and cuisine.

The announcement of this year's world's best airline caterers took place at the Cousino Macul Vineyard in Santiago, Chile. The awards were presented by airlines participating in the Quality & Safety Alliance Inflight Services Programme (QSAI), a programme developed and managed by Medina Quality that monitors and improves the safety and quality of inflight food on behalf of international airlines.

The awards are given across three geographic regions, namely, Asia, the Americas, and Europe/Middle East/Africa. Gold, Silver and Bronze awards are named for each region, making for a total of nine honorees. One out of these is then selected for the Platinum Worldwide award. There were over 200 catering facilities located across 80 countries in the running for the 2014 awards.

Pernod Ricard, IHG to commemorate 150 Years of mixology

In a bid to support creativity in cultural diversity, Pernod Ricard Nigeria recently partnered IHG (InterContinental Hotels Group) to launch its BAR150 programme, celebrating 150 years of mixology. The partnership will see Pernod Ricard makers of Martell Cognac, provide guests with exceptional cocktail options made with renowned spirits and liqueur brands in the fun-loving city of Lagos.

The BAR150 programme is an innovative platform to connect more consumers with the Pernod Ricard brand while celebrating their unique experiences across several IHG's managed InterContinental, Crown Plaza and Holiday Inn hotels and resorts throughout Asia, Middle East and Africa (AMEA) region. The company will design series of popular cocktails for IHG hotels



from its rich brand portfolio, which includes Martell Cognac, Absolut Vodka, Mumm Champagne, Perrier Jouet Champagne, Chivas Regal whiskey, Jameson Irish whiskey, The Glenlivet Scotch whiskey, Beefeater gin, the Ballantine's blended Scotch whiskey, Malibu and Havana Club rum, among many others.

According to the marketing director, Pernod Ricard Nigeria, Sola Oke: "We are thrilled to partner with IHG on enhancing the cocktail experiences of guests across AMEA hotels with our famous brands, for basic mixed drinks and sophisticated cocktails. The BAR150 programme is our unique way of contributing to the

development of mixology, which is reviving the cocktail culture in Nigeria and other parts of the world."

The art of Mixology started around 150 years ago when the first cocktail recipe appeared in print, and till date, the movement has continued to grow from strength to strength. Mixology is another term for mixing drinks or bartending and a Mixologist is another name for a bartender or bar chef. It is a generally accepted slang term for a refined and in depth study of the art and craft of mixing.

Pernod Ricard's partnership with the InterContinental Hotels Group - BAR150 programme will provide unique opportunities for guests to experience exceptional cocktail options, exchanging professional cocktail mixing skills with IHG colleagues to deliver world-class mixologist across the hotels.

Furthermore, Pernod Ricard is a global group with global footprints, roots for more success and a strong commitment to a sustainable development policy which encourages responsible consumption embedded in innovative products, services, experiences, and processes. The company has the largest wholly-owned distribution network of

comprehensive portfolio of brands.

Pernod Ricard is the world's leader in the premium spirits industry. It operates in more than 85 affiliates and 100 production sites. It has chosen to focus on sustainable growth through a large portfolio of international brands and a high-end strategy, known as Premiumisation.