

Snowflake is 135 years

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And wants to celebrate with you!

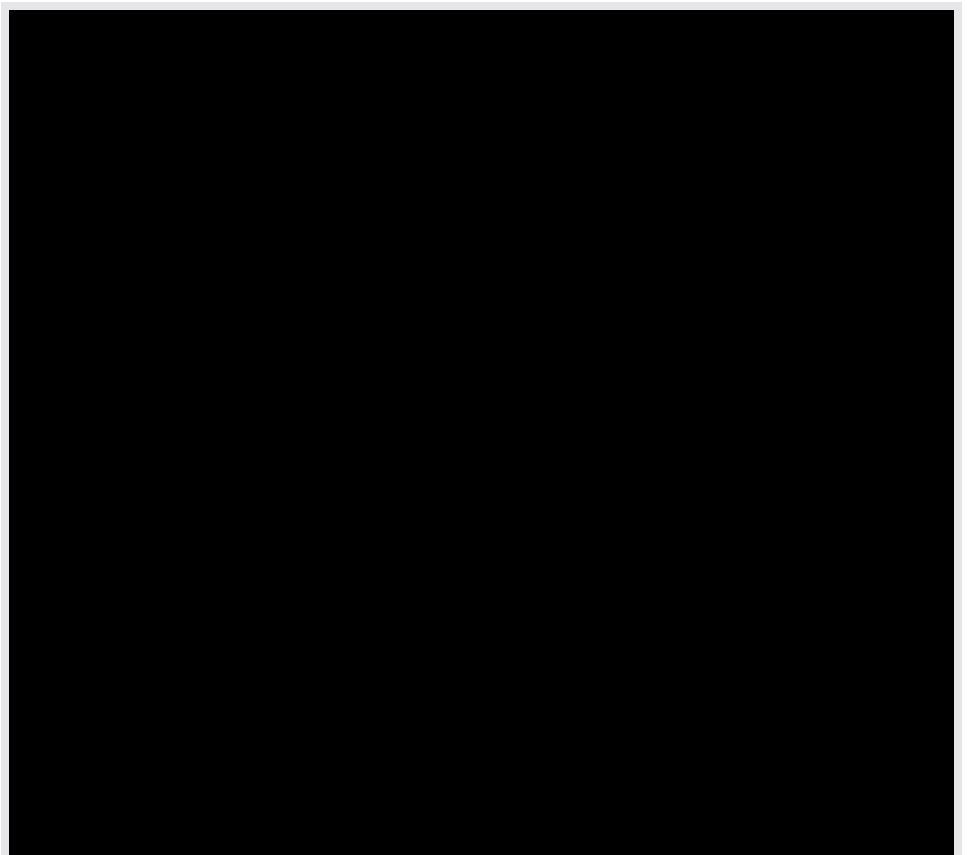


Iconic brand, Snowflake, is a heritage brand that has been a staple in South African homes for over a century. So much more than flour, Snowflake is synonymous with the occasions that bring loved ones together creatively and deliciously.

With a bold spirit of innovation, imagination and inspiration, Snowflake has been a brand that consistently delivers dozens of fresh ideas and brings it all to life by inspiring people to cook and bake more every day. The aim? To spread the joy of baking and cooking and inspire the connections that it makes.

Since 1884, the brand mission has been to inspire connections and sense of community by spreading the joy of baking and cooking at every level

This year, Snowflake celebrates a milestone with its' 135th birthday! Celebrations were made to be shared and with this in mind, Snowflake is bringing to life this momentous



occasion with a colorful campaign that is launching with a resounding bang.



Every Reason to Celebrate

Every Reason to Celebrate campaign

is all about celebrating life's moments- big and small and is inviting South Africans to find their reason to celebrate.

In a full 360-degree campaign, consumers will have the opportunity to share their unique food creations and stand a chance to win! With an array of products ranging from premixes, flour, baking aids as well as flour mixes- the opportunities for creation- and celebration - are endless!

"We are excited to spread the festivities to all our valued customers- whether it's an "A" on a test, baby's first full night of sleep or even making it to payday- everyone can find any reason to celebrate and we want to help you do that," commented Snowflake Marketing Executive Milling, Sibongile Mooko.

Snowflake is a modern brand – but with good, old-fashioned family values when it comes to looking after the people who matter most. It also reigns as South Africa's partner in baking and cooking for all tastes and palettes– sweet or savoury - catering to the unique diversity of the country and its' people.

To find out more, join the conversation on social media <https://m.facebook.com/snowflakesouthafrica/>

Snowflake, too fresh to flop.

#SnowflakeCelebration

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