

SABeerdle: Educating consumers on the positive impact of beer on the economy

The South African Breweries (SAB) is constantly exploring new and innovative ways to educate consumers about the positive impact that beer has on the economy - something the company has called Beernomics.



Source: City Sightseeing SA [City Sightseeing SA](#) SABeerdle is the South African Breweries (SAB) latest campaign to educate consumers about the positive impact that beer has on the economy

Its latest campaign is a fun and engaging word puzzle game, named SABeerdle.

Like its international equivalent, operated by the New York Times, Wordle, it is a free game that allows players to guess a five-letter word on a tiled grid, with each guess indicating which letters are correct or incorrect using colored squares.

Consumers will need to derive clues from the Oxford Economics report published by SAB. The aim of the game, for the brewery, is to build awareness of the impact of beer on the economy to differentiate beer within the alcohol industry.

Sphe Vundla, corporate brand director at SAB says, "There is a misperception that all alcohol is the same, and this is simply not true. Beer is unique in that it is a drink of moderation with low and now alcohol options.

"Beer is natural, inclusive and local: it is a powerful force for good made from natural ingredients that power the agricultural sector; it is enjoyed in a broad range of social occasions meeting diverse consumer needs; finally, the significance of our

localisation commitments, which make us a Proudly South African company, underpin the value delivered to our 'seed to sip' beer economy."

The game has been designed to help South Africans understand and appreciate the economic impact and contribution of the beer industry. It's easy to play and gives consumers the chance to win beer for a year.

Vundla says, "Helping people to see beer differently by appreciating our economic impact is the basis for our ongoing public policy discussions. We believe that more can be done to ensure that regulatory certainty becomes a new norm that helps us to build on the investments we have already committed to economic growth."

The game can be downloaded [here](#).

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