

Provantage enjoys good food and wine with Sedgwick's Old Brown Sherry

Issued by [Provantage](#)

28 May 2010

The Good Food & Wine Show happened in Cape Town between 13 and 16 May and Sedgwick's Old Brown Sherry was there to share in the festivities.

The brand team used this opportunity as a brand building exercise and an opportunity to both engage with consumers and to promote the versatility of the brand. The brand's involvement tied in perfectly with its national promotional campaign - "Stay warm the original way" where three lucky winners were announced as the proud owner of a R10 000 clothing gift voucher of their choice.

Sedgwick's Old Brown Sherry was the exclusive beverage served in the Outdoor Theatre. Provantage's team of waitrons and brand ambassadors served Sedgwick's Old Brown Sherry to people at the show. Well-known international BBC celebrity chefs, local chefs and TV personalities demonstrated recipes that used Sedgwick's Old Brown Sherry. The Provantage team also served the winter drink to consumers lining up for the cooking demonstrations. A lot of warm memories and recipes were shared!

- **Out-of-home Golf Ads – At work while consumers play** 30 May 2024
- **Provantage launches SA's first real-time, place-based media audience measurement tool – Protrack** 30 Apr 2024
- **Provantage and T+W launch Ant Lion - A full service digital content agency** 10 Apr 2024
- **Outsurance announces partnership with South African Schools Netball** 3 Apr 2024
- **Cape Town International Airport makes the top 3 in the world – and big brands are noticing** 6 Mar 2024

[Provantage](#)



Provantage is one of the largest and most innovative end-to-end integrated marketing solutions and media businesses in Africa, extended over multiple key consumer touchpoints and covering a range of environments and audience segments.

[Profile](#) | [News](#) | [Contact](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>