

Liqui-Fruit Girl 2012 launch event socials

After months of anticipation, the 2012 Liqui-Fruit Girl will be revealed in the brand's latest TV commercial, which premieres this evening on e.tv and DStv.



Twenty one year old Capetonian, Nicole Meyer, has been selected as the new face of Liqui-Fruit, following in the footsteps of other well-known girls including Lushano Kuhn, Tanya Eloff, Rue Essop and Tracy McGregor.

The 'Face of Liqui-Fruit' concept was born 25 years ago when the brand team decided that the world of Liqui-Fruit should be one of fantasy, inhabited by people that reflect the brand's ethos of 'Nothing but Fruit'.

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