

Sparletta brings the taste of home to every meal as *Uzalo* stars takeover KwaMashu Shoprite

Issued by [OLC Through The Line Communications](#)

10 May 2024

In an exciting collaboration event between Spar-letta and the SABC 1 hit TV show *Uzalo*, Spar-letta brought a burst of flavour to fans of the TV show and the KwaMashu community at large on 27 April 2024, as their favourite stars provided a memorable lunchtime experience.



Spar- Letta swapping scripts for receipts to bring a taste of home with happy meals.

Partnering with Spar-letta, the stars of *Uzalo*, including the vibrant Simphiwe Majozi, the talented Thuthuka Mthembu, and the multi-talented Linda Majola, swapped their on-air scripts for receipts at Shoprite Bridge City Shopping Centre, KwaMashu, donning the role of undercover cashiers for an unforgettable encounter between local shoppers and the beloved cast members.

During the surprise event, left shoppers who purchased a Spar-letta beverage of their choice were treated to a delightful free month-end lunch meal, adding an extra layer of mealtime flavour to their lunchtime experience and for even luckier ones a grocery voucher worth R500 to unsuspecting shoppers to further bring in a taste of home to KwaMashu.

As shoppers interacted with their favourite Kwazulu-Natal (KZN) TV stars, the atmosphere buzzed with excitement, both at the activation site and on social media platforms where people shared their unforgettable moments with friends and family online using the hashtag #Sparlettasteofhome.

Speaking about the event, Franscoe Bouwer, senior marketing director at Coca-Cola Africa said, "This Spar-letta initiative brought smiles to unsuspecting consumers and highlighted the brand's commitment to bringing the taste of home to their meals. With a variety of flavours to choose from, we are delighted to have partnered with *Uzalo* to create this surprise and connect with our local community," Bouwer concluded.

Through their roles on *Uzalo*, Simphiwe, Thuthuka, and Linda have become relatable figures, tackling several challenges

that resonate with families across KZN and South Africa. From matters of the heart to aspirations for success, *Uzalo* has captured the essence of life in townships and rural areas, making it a beloved and impactful vehicle for Spar-letta to showcase mutual values of the importance of family.

This surprise event at Shoprite, Bridge City Shopping Centre, encapsulated the spirit of community and shared experiences, further solidifying Spar-letta as the drink of choice for family meals and moments of shared joy.

- " **Sparletta brings the taste of home to every meal as *Uzalo* stars takeover KwaMashu Shoprite** 10 May 2024
- " **Offlimit Communications celebrates 20 stellar years of innovation and success in TTL marketing** 9 May 2024
- " **International rugby player, Eben Etzebeth teams up with Bayer as an ambassador for Berocca in South Africa** 26 Feb 2024
- " **Bayer South East Africa welcomes Jessica Nkosi as a brand ambassador for Bepanthen Derma** 21 Feb 2024
- " **Coke Studio brings 'real magic' to the neighborhood** 7 Dec 2023

[OLC Through The Line Communications](#)



OLC Through The Line Communications is an award winning experiential marketing agency that aims to move businesses and brands forward.

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

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