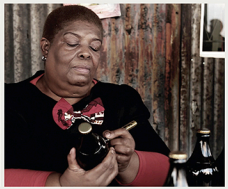


NDUMISO MADLALA IS THE MASTER BREWER AT SOWETO'S FIRST CRAFT BREWERY, UBUNTU KRAAL → HE MATURED A SPECIAL BREW IN JAMESON IRISH WHISKEY CASKS FOR 76 DAYS → CREATING A NEW LIMITED EDITION BEER WITH AN ALCOHOL CONTENT OF 7.6% → HE CALLED IT SOWETO GOLD '76 IN HONOUR OF HIS HEROES, THE YOUTH WHO STOOD UP FOR FREEDOM 40 YEARS AGO → 76 BOTTLES WERE TAKEN OUT OF PRODUCTION → TO BE INDIVIDUALLY AND PERSONALLY BRANDED BY VETERANS OF 1976 → EACH OF THE 76 BOTTLES WAS PAIRED WITH A HAND-WRITTEN POSTER AND PUT UP FOR AUCTION ONLINE → INFLUENCERS WERE SENT PR PACKS TO RAISE AWARENESS OF THE AUCTION → IT ENDED AT MIDNIGHT ON JUNE 16, 2016 → WITH THE PROCEEDS GOING TO THE DR. MOTLANA FOUNDATION'S DEVELOPMENT PROGRAMME FOR SCHOOL LEADERS → ANOTHER MOMENTOUS CONTRIBUTION TO SOWETO'S FUTURE BY THE YOUTH OF 1976

BRIEF

To turn a collaboration between Jameson Irish Whiskey and Soweto Gold Craft Beer into a meaningful tribute to the heroes of Soweto's past on the 40th anniversary of the 1976 Uprising.

SOLUTION

We created a limited edition craft beer named Soweto Gold '76. This was in acknowledgement of the brave youngsters who stood up for freedom – the freedom that allows for Soweto Gold to be produced in Orlando West by Ndumiso Madlala today.

But the tribute didn't end there. 76 bottles were pulled out of the production run, to be personally branded by the Sowetan youth of 1976. Each bottle was the product of the hand of a veteran in the stand for freedom. Paired with a hand-written poster, the 76 unique bottles were put up for individual auction online.

PR kits were sent to influencers to amplify awareness of the auction, with proceeds being collected for donation to the Dr. Nthato Motlana Foundation's 'Spirit of Youth' programme, nurturing today's school leaders in Soweto and beyond.

RESULT

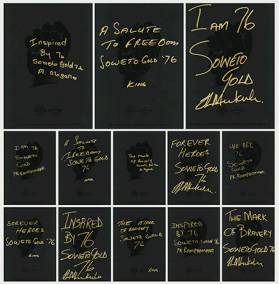
Through Soweto Gold's tribute to their bravery, the youth of '76 once again took their chance to set Soweto's future free.

The collaboration with Jameson Irish Whiskey took on the greatest possible meaning: the Jameson family motto is Sine Metu, Latin for 'without fear'.

There can be no better description for the youth of 1976. And there can be no better tribute to their brave contribution to freedom, than another contribution by their very hands.

Soweto Gold '76 was launched on 12 May, 2016, with a poignant event at the Ubuntu Kraal Brewery in Orlando West. 40 years later, community leaders remembered the bravery of the youth of 1976.

View the complete series of 76 personally branded bottles on Board 2.



View the complete series of 76 hand-signed posters on Board 3.

Visit sowetogold1976.co.za to explore the auction.

76 unique bottles, personally branded by the Sowetan youth of 1976.

76 unique posters, hand-signed by the Sowetan youth of 1976.