

# It's dry, but you can't drink it

Issued by [Heineken Beverages](#)

10 Oct 2023

## Savanna x Wanda Lephoto 'Dry Goods' waterproof apparel raises R200,000 for GreenUp

In March this year, Savanna Premium Cider partnered with local fashion superstar Wanda Lephoto to introduce some dryness to an ever-wetter world, a limited-edition fashion collection of Savanna 'Dry Goods,' waterproof apparel for a world underwater, available for sale to persons over the age of 18.



This premium, sustainably produced range went beyond the aesthetics of 'cool' and made a meaningful statement about sustainability by creating awareness on the inevitability of climate change. As the ultimate dry brand, it only makes sense that Savanna would bring you a clothing range that would allow you to stay dripping and dry in a world of rising sea levels, melting icebergs, and unpredictable weather.

All the profits from the 'Dry Goods' premium waterproof apparel range collaboration between Savanna and Wanda Lephoto were donated to GreenUp, a leading organisation focused on circular economy, environmental education, and community resilience. The donation handover occurred on 29 September at Disoufeng Pub & Restaurant, a Savanna Lighthouse Outlet in Soweto. The GreenUp partners, Heineken Beverages stakeholders, media, and friends of the brand were in attendance.



In picture from left to right, Bongani Semanya, Heineken Beverages corporate events specialist; Isaac Sikhakhane, founder of Livelihood Horizon NPO; Kolosa Kokolo, brand manager at Savanna Premium Cider; and Zanele Makoko from Greenway Africa/GreenUp

#SavannaDryGoods #SiyavannaSA



Savanna promotes responsible drinking. Not for persons under 18.

For more information, follow Savanna's social media channels or go to [www.savanna.co.za](http://www.savanna.co.za).

Instagram: @savannacider

Facebook: @SavannaCider

Twitter: @SavannaCider

YouTube: SavannaCider

### About Savanna – “It’s dry, but you can drink it.”

Savanna is a premium, crisp apple cider with a distinctive dry taste. It is one of the largest cider brands in the world and is available in over 60 countries. Since its launch in 1996, Savanna Premium Cider has won consumers' hearts and funny bones with its intelligent, dry and witty sense of humour.

- **Three Ships Whisky launches a 13-Year-Old Single Malt Cape Ruby Cask finish** 14 May 2024
- **Fosta the sound with Hunter's Premium Cider and Jacquell Culture House** 17 Apr 2024
- **Jim Jeffries brought to you by Big Concerts and powered by Savanna Premium Cider postponed** 9 Apr 2024
- **Heineken Beverages honours history of entrepreneurship** 4 Apr 2024
- **Siyavanna SA - Get ready for the Savanna Comedy Bar 2024 spectacular comeback** 2 Apr 2024



Heineken Beverages

HEINEKEN Beverages was formed in 2023 following the merger of HEINEKEN South Africa, Distell and Namibia Breweries Limited.

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

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