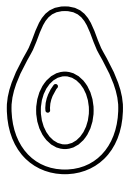


SAAGA 2026 MARKETING FEEDBACK



SEPTEMBER 2026

NB: underlined words contain clickable links



GENERAL

- Currently finalising 2026 reseach.
- Next LMDC meeting 8/10.



PRESS RELEASES

- October release: Diabetes - World Diabetes Day 14/11.
- September press release: Distributed 8/9 - Avo Up Your Heritage Month + Recipes: Baked Potatoes with Whipped Bacon Avo Sauce, Avo and Corn Pasta Rice and Recipe videos: Avo Chakalaka, Sweet & Spicy Avo & Guava Salad.



HEALTH

- ADSA Nutrition Congress 7-9/10. Avo shopping bags sponsored.
- CPD mailer: 3 research papers distributed 15/7 via email & ADSA newsletter.
 - As at 29/9 - 177 respondents.
- Diabetes Focus: digitalorial live 1/10 + Facebook post live 14/11.
- News24: to be published prior to Diabetes Day in November.



PUBLICITY Subtrop2026!

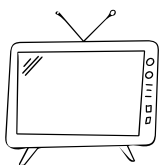
- Food Blog SA (Cape Town, Durban, Joburg & Pretoria): Vote for your Braai Sides and win R2 500 with I love Avos!
- Food Blog SA (Cape Town, Durban, Joburg & Pretoria): Avo Up Your Heritage Month: Baked Potatoes with Whipped Bacon Avo Sauce Recipe
- Food Blog SA (Cape Town, Durban, Joburg & Pretoria): Avo Up Your Heritage Month: Avo and Corn Pasta Rice Recipe
- Food Blog SA (Cape Town, Durban, Joburg & Pretoria): Avo Up Your Heritage Month: Avo Chakalaka Recipe!
- The Citizen: Avo up your Heritage Month: Baked potatoes with whipped bacon avo sauce recipe
- The Fuse: Avo up your Heritage month with this avo and corn pasta rice
- The Fuse: Avo Up Your Heritage Month: Avo Chakalaka Recipe!
- Women's Health: A Moreish Summer Salad That Goes With Just About Everything



INFLUENCERS

September posts:

- Azi Booi 8/9 Stuffed Avo.
- Ashleigh Levin Food 10/9 Avo, Tahini, Crispy Lamb, Flatbread.
- Ashleigh Levin Food 23/9 Heritage Day.
- Dine with Tasha 22/9 Chicken enchilada casserole/bake.
- Amy Hopkins 13/9 Moroccan-style chickpea buddha bowl.
- Black Venda Man 31/8 Avo flirting.



TELEVISION

- SABC 3 Espresso Morning Show, 10 inserts booked + 1 free.
 - Heritage Month + Avo and Corn Pasta Rice + Chakalaka video on social platforms 10/9.
 - Heritage Day + Baked Potatoes + Guava salad video on social platforms 22/9.
 - Extra episode still to be confirmed.
- Top Billing
 - Trip to Tzaneen 23/9.



ADVERTORIALS & DIGITORIALS

PRINT

Page booked in Food & Home 2027 calendar for April month.

DIGITAL

- Bicycling – live 7/9
- September Heritage Month online:
 - Bona – feature live 4/9, Facebook, X.
 - Food & Home – feature live 4/9, Facebook, X.
 - Crush – feature live 8/9, Facebook, Instagram, Guava salad video 9/9.
 - Essential Flavours – Recipe live 1/9, Guava salad video 3/9, Avo Corn Pasta Rice 16/9, Baked Potatoes Bacon Avo 22/9



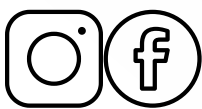
STUDENT CHEF COMPETITION

- Competition complete. 12 culinary schools entered, total of 60 students.
- See winners here.



RETAILERS

- Checkers
 - Campaigns complete as per August report.
- Pick n Pay
 - Influencers campaigns complete:
 - Tarryn Trussell: Posted 18/7.
 - Cisca de Kock: Posted 20/7.
 - Nadine Smallberg: Posted 17/7.
 - Cooking with Hlodi: Posted 20/7.
 - Zola Nene Posted 15/7.
- Food Lovers
 - Influencers campaigns complete:
 - Dine with Tasha: Posted 13/8.
 - Adelaide/Whisks & ladles: Posted 14/8.
 - Lila - bigtastybite: Posted 27/8.
 - Shannon: Posted 20/8.
 - MJ: Posted 1/9.
 - Nicole: Posted 28/8.
 - Mika: Posted 16/9.
 - Larnelle Lewies: Posted 22/9.
- Woolworths
 - In-store activations complete.
 - Social media campaign to go live October.



SOCIAL MEDIA

PERIOD 28TH AUGUST – 30TH SEPTEMBER 2026

FACEBOOK:

Posts 24 , Followers 53 478, Views 187 328 , Viewers 99 089, Interactions 10 607, Link clicks 1, Visits 7 766, Follows 202.

INSTAGRAM:

Posts 24 , Followers 8 285, Interactions 1 693, Views 41 227, Reach 22 688, Link clicks 1 487, Visits 1 476, Follows 233.



PHOTO SHOOT

- Shoot planned for October. Recipe development, still images & recipe videos for use in 2027.