

Say goodbye to breakfast, lite brunches are in!

Issued by [DNA Brand Architects](#) 1 Mar 2018

South Africa's first premium flavoured beer, Flying Fish Chill Lite launched the Lite Brunch Collective, an Instagram page dedicated to winning at brunch in 2018.



Beer Yoga Class

[click to enlarge](#)



Guests arriving in Cadillacs

[click to enlarge](#)

The new Instagram page will also tie in with brunch related occasions hosted for its consumers around the country. The first event hosted by radio and TV personality Pabi Moloi took place at The Royale in Craighall Park where guests were treated to an interesting and unique way of enjoying brunch by incorporating various activities such as Karaoke Spinning, Beer Yog and Salsa Aerobics.

The event which was attended by media, social media bloggers and industry influencers kicked off with a delectable brunch harvest and Flying Fish Chill Lite infused cocktails.



Guests enjoying Flying Fish Chill Lite

[click to enlarge](#)



Guests enjoying Salsa Aerobics

[click to enlarge](#)

Guests were then hosted to a Karaoke Spinning class by Hloni Monku, followed by Beer Yoga with Jazmine Sehlako and ended off the morning with Salsa Aerobics by Delicia Arjuna.

According to [Huffington Post](#), social media data collected through analytics from [Crimson Hexagon](#), “boozy brunch” is predominantly a trend in large cities such as New York City and college towns such as State College, home to Pennsylvan State University. The trend in South Africa has grown in recent times and Flying Fish CHILL LITE saw an opportunity to create a niche platform for brunch lovers.



Guests who attended the event

[click to enlarge](#)



MC Pabi Moloi arriving in a Cadillac

[click to enlarge](#)

“The Lite Brunch Collective is not only a social media platform but an event property where we will host brunch occasions our consumers around the country in the most interesting places comments Marketing Manager, Colleen Duvenage at SAI INBev. Consumers looking to find the littest brunch recipes can go to the page [@LiteBrunchCollective](#) to get content on recipe ideas for brunch and suggestions on light cocktails that consumers can use.

The Chill Lite variant which comes in a Zesty Lemonade flavour, has 30% less calories, 35% less sugar and 35% less carbohydrates making it the perfect choice for consumers looking to enjoy something light.

Flying Fish Chill Lite is available nationally at reputable outlets in 440ml cans and 330ml non – refundable bottles.

- **Nedbank Private Wealth launches NexLegacy initiatives to tackle the wealth transfer challenge** 17 Jun 2025
- **The gender price gap: Nedbank exposes the true cost of womanhood** 12 May 2025
- **How free are you? Nedbank brings into focus financial abuse and freedom for women** 29 Apr 2025
- **It's in our hands: Isanti Glass champions local sustainability and community upliftment** 24 Apr 2025
- **Unlock the power of connected wealth with Nedbank Private Wealth** 11 Apr 2025

[DNA Brand Architects](#)



DNA Brand Architects is a one-of-a-kind company that takes your brand where it has never been before, creating unexpected alignments that will shake up your market and blow your mind.

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

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