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Summer Citrus from South Africa launches Sweet Escape Sweepstakes

July 12, 2022

Now in its 23rd consecutive citrus season, [Summer Citrus from South Africa](#) launched its 2022 consumer summer promotion — The Sweet Escape Sweepstakes — offering shoppers an opportunity to win one of two \$500 Visa gift cards to curate their own getaway this summer.

“We saw an amazing amount of consumer participation in last year’s promotion with this theme, so we brought it back again this season to encourage additional engagement and further elevate demand for our citrus products,” said Suhanra Conradie, CEO of Summer Citrus from South Africa.

Throughout the duration of the promotion, SCSA will share inspirational and educational content to incorporate citrus into fresh summer recipes that can be enjoyed with vacation in mind. The brand is also using its social media platforms to educate consumers on the importance of citrus from South Africa, noting the superior quality and taste.

“This is the seventh year we’ve hosted a consumer facing promotion during the summer and with each season, we’ve been able to share why South African citrus is special and continue to further entice shoppers to look for the label in the grocery store when looking for exceptional fruit,” said Conradie.

To further enhance the promotion, SCSA will utilize online advertising to key markets on Facebook and Instagram that encourage shoppers to participate in the sweepstakes. The promotion will also be supported by email marketing, public relations efforts and social media campaigns.

“Our promotion is not only to inform shoppers of the availability of South Africa’s supreme citrus, but also help showcase consumer interest and feedback to retailers,” added Conradie.

Shoppers can enter the sweepstakes at <https://info.summercitrus.com/sweet-escape-sweepstakes-22>.

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