

Nestlé SA launches *Choose Wellness, Choose Nestlé* campaign

Nestlé South Africa recently launched their new campaign, *Choose Wellness, Choose Nestlé*, which aims to empower customers to be more conscientious about their health and wellness. Nestlé is set to unpack and introduce elements of wellness within three core areas - *Eat Smarter, Move More, Live Better* into the daily lives of South African customers.

Campaign promotions run up until 30 April with interactive and educational activations taking place over selected weekends. The in-store mechanic will also offer customers the chance to win R500,000 worth of groceries from a retailer of their choice when buying any participating Nestlé product.

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