

Pizza Hut and Pepsi Zambia launch Next Generation campaign

Pizza Hut and Pepsi Zambia have launched the Next Generation: #MakeYourMoment campaign at the University of Zambia, which is designed to create a platform to offer young entrepreneurs the opportunity to tell their story and inspire the next generation. These events will take place at a number of campuses and schools across Zambia in 2016.



At the launch event Pizza Hut & Pepsi announced a competition launching in 2016 in which it would pay for two students university fees for the forthcoming academic year.

The MD of Dagon, the exclusive franchisee of Pizza Hut Zambia, Stefano Benedikter, said: "Both companies strongly believe that the long-term successes of their businesses is undeniably linked to the success of the next generation.

"The best way to support the next generation was to celebrate success stories of young entrepreneurs, like Mawano Kambeu, who is a wonderful example of a business making its moment in Zambia in 2015."

Bus Tickets Zambia committed to paying for the winning students' intercity transport in 2015.

In addition to the competition, Pepsi and Pizza Hut Zambia announced that students with a valid Student ID will receive a free Pepsi with every Pizza purchase at all Pizza locations, effective in January 2016.