

PR REPORT

MEDIA IN ATTENDANCE

- Sunday Times
- The Star
- The Citizen
- The Sowetan
- Daily Sun
- Jozi FM
- Alex Times
- Channelwise Africa
- Soweto Life Magazine
- Egoli Jozi News
- Hello Joburg
- Soweto TV
- Expresso

ONLINE PRE PUBLICITY

<http://www.bizcommunity.com/InBrief/196/160/14035.html>

<http://hellojoburg.co.za/clover-cream-onaise-attempting-to-break-a-guinness-world-record/>

<https://www.mykitchen.co.za/2018/03/clovers-guinness-world-record-title/>

<http://sowetolifemag.co.za/sowetans-wanna-be-included-in-guinness-world-records-title-for-longest-line-of-sandwiches-then-be-at-maponya-mall-on-sat/>

ON THE DAY

Metro FM – Live crossing with Edith (await clip)

Metro FM – Live crossing with Somizi (await clip)

ONLINE POST EVENT PUBLICITY

Mix FM 7am News bulletin – 5 March (Await clip)

<https://www.iol.co.za/news/south-africa/gauteng/watch-a-line-of-sandwiches-4km-long-secures-guinness-world-record-13576838>

<https://www.timeslive.co.za/news/south-africa/2018-03-03-its-a-wrap-guinness-world-record-set-in-soweto-with-worlds-longest-line-of-sandwiches/>

<http://www.safrica24.com/south-africa/a-line-of-sandwiches-4km-long-secures-guinness-world-record/61649-news>

<https://www.sowetanlive.co.za/good-life/2018-03-04-its-a-wrap-guinness-world-record-set-in-soweto-with-worlds-longest-line-of-sandwiches/>

<https://www.goodthingsguy.com/business/creamonaise-world-record/>

<http://www.bizcommunity.com/InBrief/196/160/14055.html>

<http://www.joburg.co.za/soweto-sets-world-record/>

NEWSPAPER ARTICLES

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Official Guinness World Records adjudicator Paulina Sapinska stands next to the ingredients of a successful record attempt in Soweto on Saturday. Clover's Cream O'Naise brand broke the record for the longest line of sandwiches. At 4km, it beat the 2013 record of 3.8km. Picture: Tracy Lee Stark

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SA breaks sandwich record

"IT'S a wrap."

That was the final announcement as Sowetan residents on Saturday watched more than 4km of sandwich makers break a Guinness world record when they made the globe's longest sandwich.

Stretching a whopping 4.43km, the sandwich was made up of 8 100 50cm baguettes, 2 600kg grated cheese and 800kg lettuce.

The previous record was set in Spain in 2013, with a sandwich whose breadcrumbs led a trail of 3.86km.

Constructed by Clover, who used Saturday's event to launch their mayonnaise Cream O'Naise, South Africa has ensured that the world's good old traditional sandwich will never be looked at in the same way again.

Claiming bragging rights for the world's "longest line of sandwiches", Clover senior brand manager Edith Molepo said that after months of planning, awesome weather, fantastic team work, and of course good dough, they had secured their first-ever Guinness world record title.

Constructed at Maponya Mall with 500 litres of Cream O'Naise, the record attempt began trending from early in the day on Twitter.

Molepo described the record-breaking event as "endorphin inducing".

After all was done and dusted and declared a success, the only evidence of the event was a long line of breadcrumbs, the sandwich having been divided up and distributed to children at Chris Hani Baragwanath Hospital, and those supported by CHOC and The Gift of the Givers. — DDC

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Guinness award for 'padkos'

NOKUTHULA ZWANE

SOUTH Africa has been crowned the new record holders of the "longest line of sandwiches" by Guinness World Records, following an attempt by local dairy company Clover to make history.

On Saturday morning, Clover set out to beat Spain, the previous record holders, by making a sandwich measuring a staggering 4km.

The achievement was made at Soweto's flagship shopping centre, Maonya Mall, with hundreds of people in attendance. The record-breaking attempt was made by using 500 litres of a new product, Cream O'Naise mayonnaise, 8 100 50cm baguettes, 2 600 kilos of grated cheese and 800kg of lettuce.

Clover chief executive Johan Vorster, who received the certificate from Canadian Guinness World Records adjudicator Paulina Sapinska, said it felt "unreal" to be the new Guinness record holders and that this "was one for the books".

After breaking the record, the Clover team handed a portion of the sandwiches to, among others, children at the Chris Hani Baragwanath Hospital, the Childhood Cancer Foundation and The Gift of the Givers.

Clover senior brand manager Edith Molepo said: "We are thrilled to have secured our first-ever Guinness World Records title. We cannot thank our assembly team of Clover employees, suppliers and partners enough... We are incredibly grateful (for the)... immense precision planning."

Clover ambassador and South African TV/radio personality Somizi Mhlongo was in awe of the of the enormous sandwich and congratulated all the teams involved.

Clover team crack world record with 4km sandwich

NOKUTHULA ZWANE
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SOUTH Africa is the new world record holder for the longest line of sandwiches. Making it into Guinness World Records was a major accomplishment for dairy company Clover.

On Saturday, Clover set out to beat the previous record holders Spain by making a sandwich measuring a staggering 4km.

History was made at Soweto's Maponya Mall, with hundreds of people arriving to witness the spectacle.

The record-breaking effort required 500 litres of Clover's Cream O'Naise mayonnaise, 8 100 50cm baguettes, 2 600kg of grated cheese and 800kg of lettuce.

Clover chief executive Johan Vorster received the certificate from the Canadian Guinness World Records adjudicator Paulina Sapinska after announcing their successful attempt.

Vorster said it felt "unreal"

to be the new record holders and that this "one was one for the books".

"The previous time, we really tried our best, but we couldn't do it. It's a big thing for us at Clover and it costs a lot of money.

"I am ecstatic that we have achieved it.

"As well as being able to give this sandwich to charity, I count this as one of the top three highlights of my career," said Vorster.

After breaking the record, the Clover team handed a portion of the sandwiches to, among others, children at Chris Hani Baragwanath Academic Hospital, the Childhood Cancer Foundation and Gift of the Givers.

"We did it!" said Clover's senior brand manager Edith Molepo.

"After months and months of planning, awesome weather and a fantastic team, we are absolutely thrilled to have secured our first-ever Guinness World Records title," said Molepo.



HISTORIC: Clover employees broke the world record for making the world's longest sandwich at Maponya Mall in Soweto.

PICTURE: SAMPHE MBOKAZI/AFRICAN NEWS AGENCY (ANA)

"We cannot thank our assembly team of Clover employees, our suppliers and partners enough in what can only be described as an

endorphin-inducing and never to be forgotten kind of day.

"We are incredibly grateful to all the parties for their

immense precision planning."

Clover ambassador and TV/radio personality Somizi Mhlonogo was in awe of the

magnitude of the sandwich and congratulated all the many people who were involved in the project.

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