

COLCACCHIO
..... PRESENTS
**CELEBRITY
★ CHEF ★
SHOWDOWN**

Celebs square off for 2018 Col'Cacchio Celebrity Chef Showdown #pizza4good

Three of SA's most popular celebrities will square off against each other in the 2018 **Col'Cacchio Celebrity Chef Showdown**, all in the name of charity. The popular Italian-inspired eatery will collaborate with rapper **Jack Parow**, celeb chef goddess **Siba Mtongana** and content queen and internet sensation **Nadia Jaftha**, to raise much needed funds for the **Children's Hospital Trust**, on behalf of the **Red Cross War Memorial Children's Hospital**

"We are really excited about this year's Celebrity Chef Showdown. We have managed to secure some great personalities to help us raise awareness and much needed funds for a very worthy benefactor. We have received an overwhelming amount of support for this campaign over the years and our aim for the 2018 campaign is to raise more than we have in previous years", explains Col'Cacchio co-founder, Michael Terespolsky.

The three distinguished personalities will create their very own limited edition square shaped pizzas which will be available at all Col'Cacchio restaurants in SA and Namibia from 7 September to end November.

In its 10th year the eagerly anticipated showdown will feature a delectable line up of gourmet pizza creations, including:

- Nadia Jaftha: 'Jou Ma Sala' - a spicy chicken Masala infused pizza
- Jack Parow: 'Wors Tokolosh' - a meaty, braai inspired pizza
- Siba Mtongana: 'Sibalicious' - a flavourful sticky chicken gem

Since 2009 the **Celebrity Chef Showdown** has raised over R2 million for charitable causes through the R5 donation from the sale of each celebrity chef pizza. Funds raised through the 2018 campaign will be donated to the Children's Hospital Trust, fundraiser for the Red Cross War Memorial Children's Hospital, in an effort to **contribute to their** goal of R112 Million to build a **state-of-the-art** ER Unit

Col'Cacchio will also provide a number of opportunities for people to donate using a unique pizza shaped QR code. The QR code will be available at various touch points including waiter t-shirts, placemats, the website, the Col'Cacchio app and across all of their social media platforms.

Win a trip to Italy!

Buy a Celebrity Chef pizza and you could win a trip for TWO to Italy **valued at R97 500**. Col'Cacchio in partnership with Globus will be running the competition over the three month campaign period. You can either enter by SMS or via Instagram.

How to enter:

- Enter via SMS: SMS your name and bill number to **45450**
- Enter via Instagram: Take a picture of your Celebrity Chef Showdown pizza, tag @colcacchio and use #pizza4good

The public will also have an opportunity to win bi-weekly cash prizes worth R2000, be sure to check the Col'Cacchio social media platforms for more info on how to enter.

For more info visit www.colcacchio.co.za or hop onto the social media platforms:

- Facebook: <https://www.facebook.com/ColCacchio/>
- Twitter: @ColCacchio
- Instagram: @colcacchio
- Hashtag: #pizza4good

For media enquiries contact Amy Wentzel: amy@urbanseedpr.co.za

About Col'Cacchio: Founded in 1992 by Michael Terespolsky and Kinga Baranowska, Col'Cacchio is an Italian inspired franchise with 36 restaurants across South Africa and Windhoek. The popular casual dining establishment is known for its delicious piping hot gourmet thin-based wood-fired pizzas, hearty pasta and crisp fresh salads and has a legacy of crafting artisanal meals out of the freshest sourced ingredients, with quality and innovation at the heart of their dynamic offering. Col'Cacchio has always been at the forefront of dietary trends, being one of the first in the market to introduce carb conscious options for pizza, salad and pasta. Their offering now includes a Halaal food option as well as gluten-free and vegan alternatives.

About Siba: Siba Mtongana is an international multi-award winning chef, culinary extraordinaire, best selling author and mom of four. Best known as the host of Siba's Table and judge on Chopped South Africa - she is a global culinary icon who reaches over 130 countries and 60 million viewers through her numerous TV programs – a first for a South African chef.

About Nadia: Nadia Jaftha is an internet sensation and THE ultimate content queen. She is one of the most popular social media personalities in the country. Starting off as a vlogger creating hilarious and relatable video clips spoofing her mom, she has gone on to become one of the most successful vloggers in Africa with her daily self created Instagram videos garnering over 100k views.

About Jack: Jack Parow is one of the most popular Afrikaans hip hop artists in South Africa. Since his breakthrough debut single 'Cooler as Ekke', he has released 4 albums and fills up stadiums across the globe. His unique and over the top persona is celebrated by all - young and old. He is one of the most loved and recognizable personalities in the the country.