

Culinary delight: Food meets radio with new KFM 94.5 partnership

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This December sees radio star Carl Wastie, KFM 94.5's popular afternoon drive show host, partner with South Africa's first Michelin-star Chef Jan Hendrik van der Westhuizen.



As part of the #KFMSummerFeels season, the 'Boujee Braai' partnership celebrates summer, family and the joys of a shared meal during the festive season. The campaign will take braaing - a steadfast South African summer tradition - to the next level.



Know your
#BoujeeBraai
lingo

BOUJEE
(boo - ZHee) adj.

Stylised from the French word "Bourgeois" / made popular by the rap group Migos.

Elevating conventional things to show effort and love to those who come over to your place for chow.

In this context, it's also finding unique proteins to braai to lift the experience for guests.

The most music. Feel great.

kfm 94.5

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BRAAI

(brrrr-AAAAAAI) noun/verb/ lifestyle/
language/our thing.

Jy weet mos. This means whatever it does to you and that's the beauty of it.

Your way is the best way, don't let them tell you otherwise.

The most music. Feel great.

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"To say that I love food and entertaining would be a bit of an understatement. For me, food is love. Sharing food with friends and family at a braai is just how South Africans show we care about our people. For me, a 'boujee' braai is not about changing the braai experience, it's about elevating the way we enjoy it. This year, we want everyone to give their families a 'boujee' braai to celebrate the new year. We all certainly deserve something special," says Carl Wastie, host of The Flash Drive on KFM 94.5.

Jan Hendrik van der Westhuizen agrees: *"Braaing is such a South African thing. I grew up on a farm in Mpumalanga, and the smell of a wooden fire is the thing I miss the most when I'm in France. I even made a candle to capture that essence! Now that I'm here, I look forward to getting back to my braai-roots, with an added 'boujee' twist of course."*

Listeners and braai fans across the Western Cape are invited to get creative with their most 'boujee', or bourgeoisie, way to spice up a summer braai. From 7 December 2020, people can visit KFM 94.5's Facebook page, view the daily dish and send a voice note to the *Flash Drive with Carl Wastie* with their most 'boujee' way of describing the braai dish of the day.

The ultimate winner of the Boujee Braai Box to the value of R10,000 will be announced on Friday 11 December.

To find out more, tune in to KFM 94.5 for *The Flash Drive with Carl Wastie*, weekdays 3pm – 7pm and follow social media tags #KFMSummerFeels and #BoujeeBraai.

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