**Malta Guinness Utopia Party – One Party You Shouldn’t Have Missed**

It was all fun and celebration at the Malta Guinness Utopia party held last Saturday- 30th November, at the Land Mark Events Centre, Oniru, Lagos.

Thousands of excited consumers who signed up for the event trooped in droves to experience the “Biggest High Energy Party of the year at the Malta Utopia party.

It was a night of electrifying music performances by Award Winning Artiste- Falz The Badguy, the Legendary Sir Shina Peters, Peruzzi 30BG, The Loud Choir and Superstar DJ Xclusive. The Utopia Party was all fun, excitement and energy as Malta Guinness, Africa’s Best Premium malt drink treated consumers to delicious Malta Guinness mocktails and tasty Malta Guinness infused treats with a packed rundown of exciting activities and games, it was, indeed, a party you should not have missed.

Team Nigeria including the one of the two winners of the just concluded season two of the Maltavator Challenge TV Show, Abdullahi Azabo Ibrahim, were present at the event which was hosted in their honour. For the first time there was a tie and we had two winners; Abdullahi Azabo Ibrahim and Arsene Brice Basseck Nyobe from Cameroon. Those present had their gifts presented to them by Adenike Adebola, Marketing Director, Guinness Nigeria PLC, and Ifeoma Agu, Senior Brand Manager, Malta Guinness and Premium Non-Alcoholic Drinks.

Speaking at the event, Ifeoma said: *“We are very excited about the turnout at our first Malta Guinness Utopia Party in commemoration of the end of a successful 2nd Season of the Maltavator Challenge Pan African TV show. It has a been an exciting and rewarding journey on this second season of the Maltavator Challenge and we are very proud to have a Nigerian- Abdullahi Azabo Ibrahim; emerge as one of the winners of the $20,000 US Dollars grand prize”*. As a brand that is committed to enjoying every moment, we are very happy to have everyone enjoying this moment with us.

The party hosted by Nancy Isime and Mawuli Gavor gave consumers the opportunity to go away with exciting gifts, including the new Techno Spark phones, 50kg bags of rice, cooking oil and goodie bags filled with amazing Malta Guinness branded gift items.

The event also featured a wonderful array of Malta Guinness brand assets immersing consumers in what makes Malta Guinness stand out from every other Malt drink. The Malta Vitamin B tunnel was one of the favourite fancy spots for most consumers at the party along with the Malta Experience centre where the fine ingredients of Malta Guinness and Malta Guinness infused treats were displayed for all to see, feel, touch and taste. Some of the tasty treats included Malta Fudge Ice cream, Malta Glazed Chicken wings, Malta Desserts, Malta Yoghurts and even Malta Popsicles It was indeed an Experience of Utopia into the world of bursting goodness from Malta Guinness. The guests could not have asked for more as they were kept entertained and engaged in an all-night top of the world goodness and merriment.

This event was held in partnership with Tecno Mobile, who rewarded some consumers with new Techno Spark phones and Maggi, who delighted guests with mouth-watering signature Jollof rice. The event also enjoyed the support of media partners – Hot FM, Max FM, TVC, Value Media and Mediacrush.

Other notable guests at the Malta Utopia Party include Veteran Nollywood actor, Segun Arinze, Music Artiste- CDQ, Renowned TV/Radio Host Olisa Adibua, Fitness Enthusiast- Kemen Fitness, OAPs- Valentine Ohu and Omotunde Adewale-David AKA Lolo 1.

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