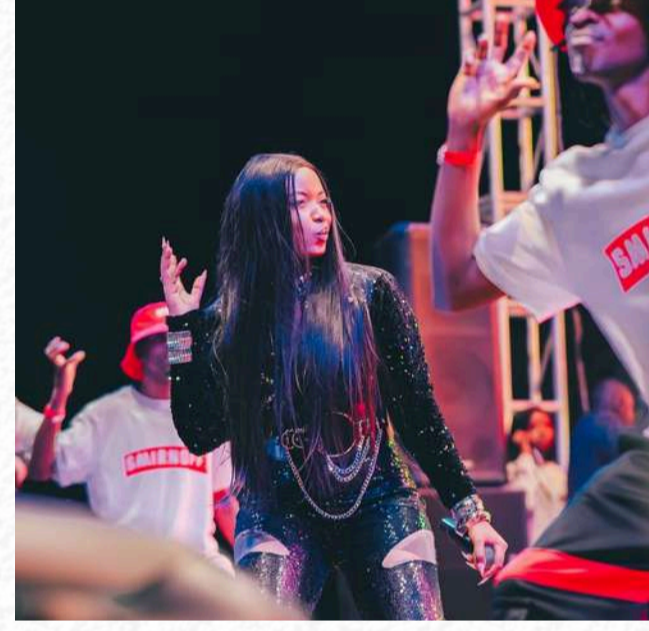
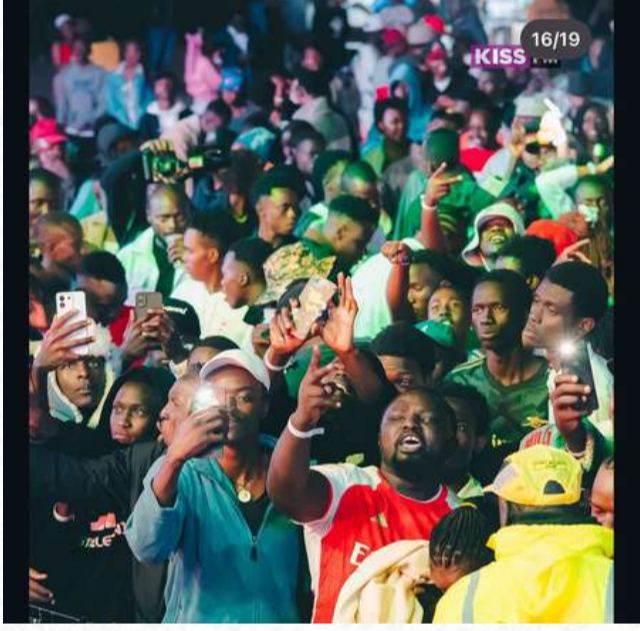




## SMIRNOFF'S EPIC NIGHT OUT TAMARIND, SPICE & A CLEAN, GREEN EXPERIENCE

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Smirnoff knows how to throw a party, and this past weekend, the brand turned up the heat with the launch of its bold new flavor ,Smirnoff Vodka Tamarind and Spice. The event brought together music lovers, party enthusiasts, and loyal fans of the Smirnoff brand for a night that will be remembered for months to come.





## **MAUA YA MLIMA: THE UNSUNG HEROES OF THE NIGHT**



But behind the scenes, while the music pumped and the drinks flowed, something equally important was happening and it deserves its own spotlight.

### **Maua Ya Mlima: The Unsung Heroes of the Night**

Every unforgettable event has an invisible force making sure the magic runs smoothly. At this Smirnoff launch, that force was Maua Ya Mlima, an organization dedicated to keeping event spaces clean, sustainable, and environmentally friendly.

While the audience lost themselves in the music, Maua Ya Mlima's team worked tirelessly to:

- Collect waste across the venue.
- Segregate it for proper disposal.
- Re-use what could have a second life.
- Recycle materials to give them renewed purpose.
- And responsibly incinerate what couldn't be salvaged.





And the results spoke volumes. By the end of the night, Maua Ya Mlima had gathered and processed:

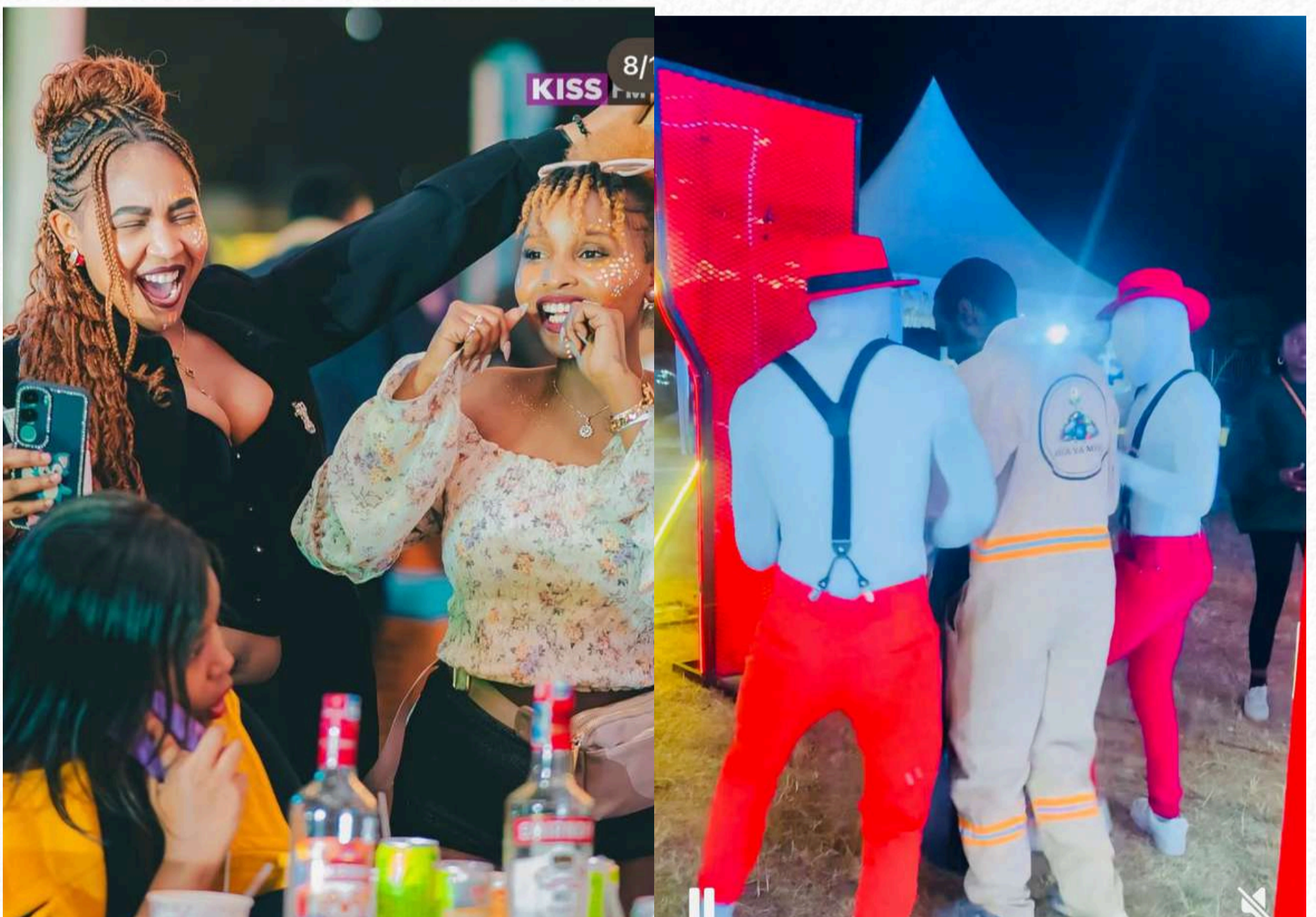
- 190 kg of glass bottles
- 30 kg of cartons
- 25 kg of PET plastics
- 25 kg of aluminum cans
- 5 kg of paper

This wasn't just waste management – it was a commitment to ensuring that the Smirnoff experience remained fresh, safe, and party-friendly for every guest.

## SUSTAINABILITY MEETS ENTERTAINMENT

Big events often leave behind an unwelcome trail of litter and waste. Smirnoff's product launch was different. With Maua Ya Mlima in charge of the venue's cleanliness and sustainability measures, the event not only celebrated a daring new flavor but also championed a cleaner, greener way to party

The audience could focus on the beats, the energy, and the Smirnoff experience, confident that the venue was in good hands. This seamless integration of entertainment and environmental responsibility is exactly what sets events like this apart.





## A POWERHOUSE COLLABORATION

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Smirnoff delivered on flavor and entertainment, the artists brought the house down, and Maua Ya Mlima ensured the venue stayed spotless and eco-friendly. Together, it was a powerhouse effort, proof that parties can be both epic and environmentally conscious.

The night ended with the same high energy it began with; smiling faces, clean surroundings, and a sense that something bigger was happening: the merging of lifestyle, music, and sustainability.

As the Tamarind & Spice flavor takes off, one thing is clear, Smirnoff knows how to innovate not just in taste, but in how experiences are crafted. And thanks to Maua Ya Mlima, every sip and every beat was enjoyed in a cleaner, greener space. Party hard, leave no trace!

If Smirnoff can turn up the heat and keep it green, so can you. Whether it's concerts, festivals, or private gatherings, let Maua Ya Mlima handle the cleanup while you focus on the fun.

Party green, party eco-friendly & party with Maua Ya Mlima

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