

days," she says.

suction left temporary marks on her breasts and buttocks. For her, the

discomfort. "Many clients complained about pain, scarring and non-permanent

buttocks. You fold your pains into the shape you want it to grow into.

the increase in cancer cases.

By Vision Reporter

Bell Lager has done more than just market beer in Uganda. It has positioned itself as a cultural institution tied to music, festivals, comedy, nightlife, and national identity. Over the decades, the brand evolved from being Uganda's first locally brewed beer into a powerful sponsor and curator of Ugandan artistic expression.

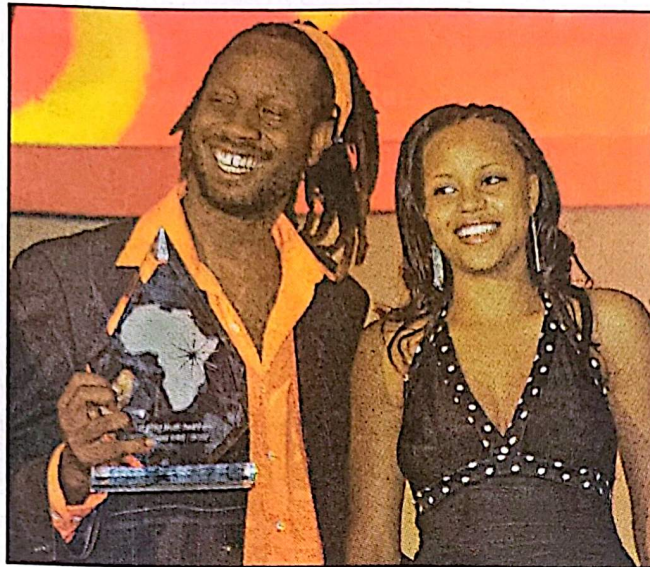
If you want to understand the soul of Kampala, don't look at the billboards; look at the hands of the man sitting at a plastic table in Wandegeya at dusk, a group of creatives locked in a heated debate over whether the Cranes will ever see the AFCON again or some carefree soul, blaring loud music oblivious of the neighborhood.

There is likely to be a bottle of Bell Lager within touching distance.

For these and many others, Bell Lager has always been the heartbeat of enjoyment and a befitting reward at dusk. It has been touted as the perfect companion that has shaped the entire arts and culture industry.

One of the biggest ways Bell Lager has reshaped arts and culture in Uganda has been through consistent investment in live entertainment and creative platforms. The brand sponsored major cultural festivals such as the Bayimba International Festival of the Arts, helping elevate music, theatre, poetry, dance, fashion,

How Bell Lager has redefined Uganda's arts and culture



Bebe Cool and his wife Zuena Kirema after the former being given the Pearl of Africa music award in 2007. Bell Lager sponsored the music awards

and film onto larger national and international stages.

It has become deeply associated with Uganda's festival economy by backing events such as the Nyege Nyege Festival and the Milege World Music Festival.

Those weaned on nostalgia will attest to Bell Lager's impactful role in pushing local music to the fore against the dominance of foreign, particularly Congolese music in Uganda. How? Through the

PAM Awards. As Isaac Mulindwa once noted, the Pearl of Africa Music Awards (PAM Awards), powered by Bell Lager, were highly impactful in Uganda's music industry, particularly between 2003 and the early 2010s.

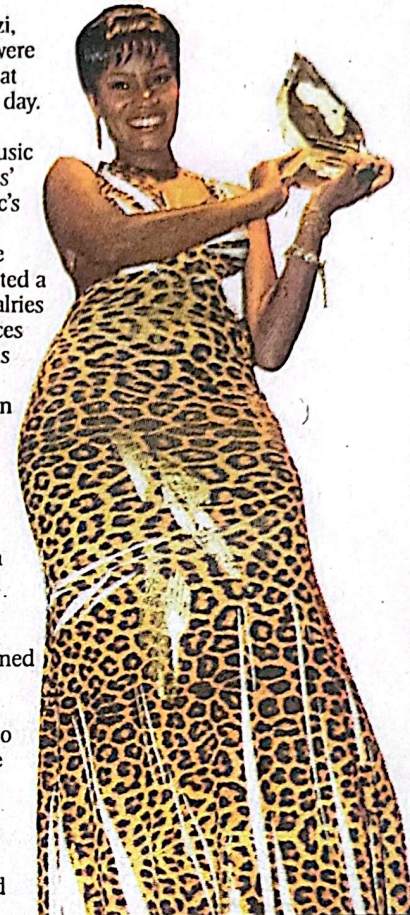
They helped professionalise the local music scene, gave artistes national recognition, and pushed Ugandan music into the East African spotlight. Ugandan musicians such as Jose Chameleone, Bebe Cool, Bobi

Wine, Juliana Kanyomozi, East World and others were treated like stars, and that stardom endures to this day.

The PAM Awards legitimised Uganda's music industry, boosted artistes' careers, expanded music's reach beyond Kampala, influenced what became popular music, and created a fan culture in which rivalries grew fiercer, performances improved, and musicians invested more in branding and production quality.

As all this unfolded, the Miss Uganda pageant holders were watching closely from the sidelines. Soon, with Bell Lager as a constant, it became clear that the music stage and the fashion runway were joined at the hip. One could no longer separate the swagger of a music video from the elegance of the women who graced the screens.

Brenda Nanyonjo and Sylvia Owori belong to a generation that helped shape how Ugandan women perceived glamour, confidence and public identity. Through Miss Uganda and the wider pageant culture that



Juliana Kanyomozi won Female Artiste of the Year in the 6th edition of the Pam Awards in 2008. The awards were sponsored by Bell Lager

grew around it, young women from different parts of the country suddenly occupied national attention in an entirely new way.

Pageant nights at Sheraton Kampala Hotel and Kampala Serena Hotel became unmissable events.

Music was especially central to Bell's strategy. The company historically supported bands such as Afrigo Band and many others through album launches and artiste management.

Through all those transitions, Bell remained familiar — not as the centre of attention, but as part of the ritual. That is the thinking behind "Uganda's Very Own", the platform at the centre of Bell Lager's 75-year celebration.

Bell Lager brand manager Lillian Kansime said the celebration is rooted in the connection the brand has built with Ugandans over time.

"For decades, Bell has existed inside everyday Ugandan experiences. At a time when young Ugandans are increasingly protective of their culture and identity, we can no longer simply claim ownership through slogans or heritage campaigns. Today's generation wants proof. They want brands that genuinely understand Ugandan life; it is why they literally decided to embrace being Uganda's very own," she explains.