Makerere students thrilled at Bell Zesty Tours launch

By Ranell Dickson Nsereko

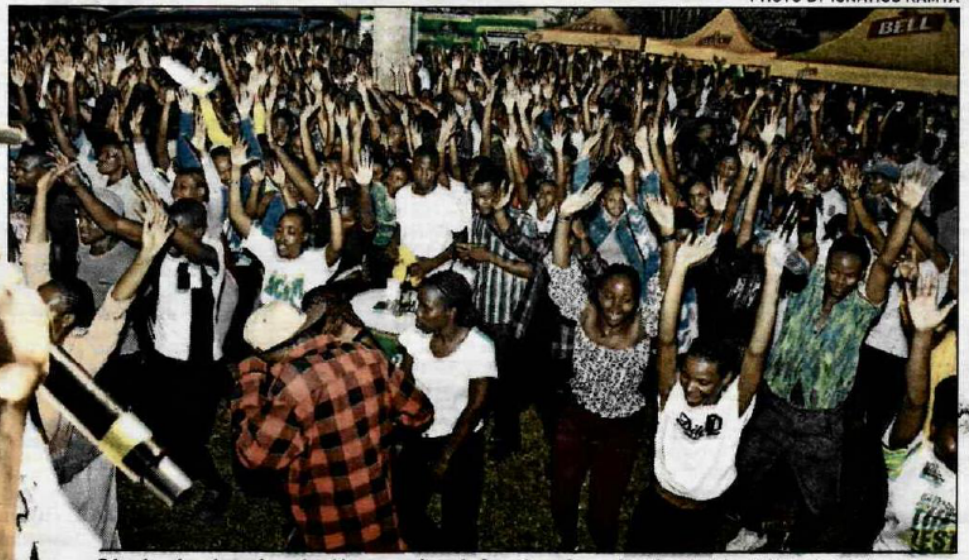
Uganda's university party scene is about to get louder and more competitive following the launch of the Bell Zesty Tours, a nationwide campus experience that kicked off with an energetic event at Garden Courts Hostel in Kikoni, Makerere. The launch brought together students, DJs and party lovers for a night of music, games and entertainment.

The event marked the beginning of a countrywide tour, which seeks to blend music and youth culture through a series of campus activations across Uganda's universities. Students at the launch got a first taste of the experience as the hostel grounds transformed into a lively party arena.

Speaking during the launch, brand manager Lillian Kansiime said the initiative was designed to connect with young people in spaces where their creativity and energy thrive.

"With the Zesty Tours, we are creating a space where students can discover and enjoy a beer that fits their bold and fun lifestyles," she said. "Starting here at Garden Courts allowed us to connect directly with the energy we want to champion and with our DJ search, we are especially excited to find those icons who embody the 'Flavour for your flavour' spirit."

PHOTO BY IGNATIUS KAMYA



Students dancing to the music at Garden Courts Hostel in Kikoni, Makerere



Fefe Bussi entertaining the students

At the heart of the tour is the DJ search, an initiative that invites aspiring campus DJs to showcase their mixing skills during the different tour stops. Through open-deck sessions, students with a passion for music will have the opportunity to perform before live audiences and compete for recognition.

Organisers say standout performers will be crowned at various stages of the competition and given mentorship opportunities, with a chance to become affiliated with the brand. The open format of the competition also allows DJs from different musical backgrounds to participate, from Afrobeat and dancehall to house and amapiano.

The Makerere launch also served as a preview of the kind of musical showdowns expected during the tour. Celebrated selectors, DJ Nyowe and Dreadlazer, kept the crowd on its feet with high-energy sets, turning the hostel courtyard into a mini festival. Their performances offered a glimpse of the DJ battles to come.

Beyond the decks, the experience extended into gaming zones and interactive challenges where students took part in immersive activities while enjoying the lively social atmosphere. The combination of music, games and lifestyle experiences helped transform the launch into more than just a party.

Following the launch, the tour now heads to Nkozi University on March 28.