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**TSEBO**  
**50**  
YEARS

BUILDING A LEGACY,  
INSPIRING THE FUTURE

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**TSEBO**

# THE FRESH-FACED FUTURE OF CATERING

BY WYNAND LOUW

With Tsebo celebrating its 50th anniversary this year, the Catering division is propelling itself into the next half century with a streamlined business model and refreshed branding that speaks to the division's love for good food prepared with passion.



When Fedics was launched in 1971 as the first large-scale caterer in South Africa, its founders could never have guessed the wild and, at times, bumpy path the brand would take to grow into what has now become a pillar of the South African contract catering industry – flourishing under Tsebo Catering. While Fedics remains central to Tsebo Catering's ongoing success, and pivotal to the Tsebo Solutions Group's transformation journey (Fedics established the Group's first affirmative action programme in 1982), it is now part of a larger basket of brands offered by the division, which include Tsebo Site Solutions (TSS) and TsAfrika.

"Tsebo has a long history in contract catering and continues to hold the position as the largest catering business in the country. Many others have tried to emulate our achievements, but we've always managed to stay ahead in what we are doing," says Wynand Louw, CEO Tsebo Catering. A large part of the division's success has been its ability to identify opportunity and to weather the storms by constantly communicating with its clients, also by taking an agile and proactive approach to local and international trends.

Having taken on the role of CEO Catering just prior to the start of the COVID-19 pandemic, Louw is well versed in the balancing act of having to respond quickly to the changing needs of a panicked market, while continuing to innovate for a future beyond the pandemic. "COVID-19 has changed the catering industry substantially and the market has changed," says Louw. "But a lot of the trends that are coming to the forefront now, were emerging before the start of the pandemic."

For one, Covid saw the demand for catering dry up in certain industries, such as canteens for corporate and financial institutions, and at businesses where work from home became a viable option. While remote work might be a permanent approach for some, Tsebo Catering took the strategic decision to remain fully active in these environments.

"We have built on the strength of the relationships with our clients in adapting solutions to meet their needs. Whether it is by bringing them meals that they can take home, delivering meals to their desks and allowing people to order online, or by creating COVID-19 safety protocol compliant canteen spaces; developing grab-and-go and takeaway type meals, or pre-packed party options for socially distanced functions, Catering went from strength to strength."

“We have done absolutely everything we can to stay present, because we believe the corporate environment will return and when it does, we want to be there for our clients. As a result, the division has grown its already high customer retention with a consistently excellent customer satisfaction score of more than 80 percent, over a particularly tumultuous period for the global economy,” says Louw.

## The refreshed future of catering

While we don't know how long COVID-19 will remain with us, what's important, Louw believes, is that the pandemic will end, and that the focus should now be on those trends that will shape the future of catering. These include a significant shift to consumers wanting healthier meals, made from wholesome organic ingredients that are sustainably sourced, as well as an increase in the use of technology.

“Technology is really coming to the fore with the use of digital technology for things like online ordering and payment, which allows flexibility in terms of what you can eat, when you can eat, as well as an increase in the choices you have available, and faster service,” says Louw. To this end – and with Tsebo celebrating its 50th anniversary this year – Tsebo Catering is propelling itself into the next half decade with a streamlined business model and refreshed branding that speaks to the division's love for good food, prepared with passion.

## Streamlined divisions and refreshed branding

“The greatest changes have taken place within the Fedics brand, because we believe we can offer our clients a more specialised service if we structure our operating and service delivery around specific segments,” says Louw. “We've put a lot of time, research, expertise and energy into developing new food concepts and solutions that help our clients across industries achieve what they need to do in their businesses.”

Whereas the division was previously structured around regional lines, the focus for Fedics is now on:

### HEALTHCARE:

Nutritional healing that supports the patient journey.

### EDUCATION:

Brain food for future generations of leaders.

### RETIREMENT:

Providing a balance between good nutrition, cultural preference and personal desire.

### LEISURE:

Supporting relaxation and rejuvenation.

### AUTOMOTIVE:

Fuelling a productive and effective workforce.

### BUSINESS AND INDUSTRY:

High-volume catering to energise your workforce for optimal productivity.

“The Fedics brand has served us particularly well over the last 50 years, but we made a decision to update the brand in line with the division's refreshed approach to how we serve the various markets,” says Louw. “A lot of thought and effort went into developing a refreshed brand story that represents us as a business well into the future.” Likewise, in line with the overall restructuring along segmental lines, the TSS brand will serve the mining and remote sites business, while TsAfrika focuses on the corporate and leisure segments. TsAfrika has also been given a facelift to refresh its image as a creative and playful, yet sophisticated dining experience for high-end clients.

Internally, Catering is undergoing a complete re-engineering of its units and enterprise resource planning (ERP) system to optimise its platforms and allow its people to focus on our passion for food, our product and our service. With best-in-class culinary leadership, chefs and dietitians who continually undergo rigorous training, Tsebo Catering has rebranded to highlight an ongoing commitment to providing excellent nutrition through tasty, healthy and creative food and beverage offerings.

“We have put the focus back on food as the inspiration for everything we do. A central culinary theme is what drives innovation, quality and service. There is no other company in the industry that has the heritage that we have and we are incredibly proud of that. But, as they say ‘the only constant is change’, and our strength lies in the fact that we are agile enough to frequently reinvent ourselves. We won't allow ourselves to stagnate but continue to provide solutions that pre-empt the changing needs of our environment and markets,” Louw concluded.

# FEDICS

## Fedics's new logo marks the brand's evolution.

The new 'F' represents the catering industry's core value of service, with the perfectly presented bowl speaking to mastery in service and attention to detail. Besides that, the hand also symbolises a flame that represents an ever-present passion and yearning for learning. The African style bowl represents our African roots as well as abundance.

### HEALTHWISE



### FOOD SERVICES



### LIFESTYLE



THE BISTRO



### CLASS



smartchoices



The new branding for TsAfrika (meaning 'of Africa') brings three elements together in a 'stamp of approval' to represent a simple and strong, but elegant culinary experience.

The chef's knife represents the making of the food, the fork and glass represent the dining experience. And in keeping with our new brand identity, we have a host of new food brands launching in July 2021.

Sophisticated Simplicity – redefining corporate catering for an exclusive dining experience.





While ATS has been in existence for more than 20 years, providing catering for remote camps across Africa, the recent decision to split the brand (across South African and African lines) has resulted in a new logo for the South African portion of the business.



# TSEBO BEVERAGES

## Our offerings

To remain competitive in today's marketplace, companies need to have amenities that reduce downtime and aid talent retention. If you've noticed your staff regularly leaving the office for a decent cup of coffee, you've got a problem that needs fixing.

### Thankfully, Tsebo has the solution.

Tsebo Beverages offers professional coffee and refreshment services for your team, scaled to your needs. We provide high-quality products, quality service and unmatched attention to detail for your team members to feel valued. Our refreshment solutions keep employees energised, motivated and ultimately help your company improve productivity.

### Premium coffee and tea

We bring premium coffee roasts and top-quality teas to your workspace. Our team will work with you to design the ideal mix of top brands and office favourites to satisfy the preferences of every employee, client and customer.

### Unmatched track record

Tsebo has been in the food-services business for 50 years. Our proven systems, processes and staff training ensure a smooth and hassle-free experience from inception. Our bargaining power with suppliers ensures that we always have a wide variety of quality beverage options.

### Snacks and refreshments

We can adapt our operations to your needs – scaling up from providing just coffee, tea, simple snacks and refreshments, to creating fully stocked kiosks, breakrooms or pause areas for your team.

### Personal service and friendly staff

Unlike most coffee vendors, we don't just provide a machine and leave everything else up to you. We provide an end-to-end beverage and snacks vending solution that can extend to boardroom or meeting services, depending on your requirements. Our friendly service staff are always on hand. Whether you're at your desk or in a meeting, they are prepared to bring you the pick-me-up you need.

### Boardroom service

We offer a range of customisable food and refreshment options for the boardroom. Our boardroom service is purposefully convenient and discreet, supporting the productivity of meetings, seminars and presentations – rather than disrupting these activities.

# MOVERS AND SHAKERS

## INTRODUCING SEGMENT DIRECTORS



**Elize van Zyl**  
Segment Director – Lifestyle & Class

Elize has close to 23 years' experience in our business. She commenced her career with Tsebo in 1998 as Storekeeper. Throughout her career, she has diligently taken on new roles. More recently, she was appointed Operations Manager, overseeing over 40 units, mainly within the Lifestyle, Healthcare and Beverage solutions segments.

Elize has a formidable track record with contract management; focusing on financial management, operational excellence, employee management and engagement with stakeholders. With a strong hospitality and Living Lifestyle experience, she enjoys researching retirement villages and has a good understanding of dementia and Alzheimer's residents in this sector.

Elize undertook the growing and development of products and people, ensuring the building blocks in these segments stay relevant and innovative to our current market. Also, dedicating herself to building flagship projects to showcase Tsebo's new journey to existing and new clients. She firmly believes the bottom line (and a profitable one too) is that a company that lives and leads with values will always outperform, outshine, outdo and outlive competitors who leave ethics at the back door.



**Lize Strauss**  
Segment Head: Business, Industry & Automotive - Inland

Lize joined Tsebo in 2010 as the Senior Facilities Manager, overseeing up to 200 sites in the form of facilities, soft services and maintenance for key clients. Throughout her career journey with Tsebo, Lize has been instrumental as key Client Liaison for all Tsebo Divisions on the Sasol account.

Prior to her promotion as Segment Head, Lize was Operations Manager and key Client Liaison for the Sasol account; managing three different contracts and most recently implementing the 600-bed COVID-19 facility for quarantine patients. Lize holds a Bachelor of Commerce degree in Risk Management from the University of South Africa. In her free time, she enjoys gardening and crossword puzzles.



**Mark van der Westhuizen**  
Segment Head: Business, Industry & Automotive - Coastal

Mark joined Fedics in 2009, bringing a wealth of experience in contract catering across commercial, business and industry sectors. Mark works with the wider leadership team to manage operations across the South African coastal region. He has successfully managed, operated, and enhanced services for many prestigious clients in diverse environments across countries such as South Africa, eSwatini, Botswana, the Democratic Republic of Congo, Namibia, Kuwait and Zambia.

His approach to the segmented business model is to focus on bringing delectable cuisine to the forefront of our client and customer offering, with an aim to make Tsebo Catering the service provider and partner of choice in the marketplace. To deliver on this vision, Mark's strategy is to develop the team skills across all pillars of our business, to stay current with innovation in the culinary space and to mould these trends to suit clients' expectations. The Tsebo values in action (integrity, enterprise, caring, diligence) are paramount to the success of his goals. Mark strives to live by these values daily, so as to inspire his team to adopt the same work ethos that he embraces.



**Neel Andhee-Shah**  
Segment Director - Healthwise

Prior to joining Tsebo Catering, Neel was Head of Strategic Business for South Africa and SADC at Aspen Pharmacare. He was instrumental in overseeing key brands in terms of performance and growth trajectory to drive advancement. Neel's extensive experience and proven track record related to change management, managing various strategic projects and engagement with cross-functional teams and commercial readiness strategies, have led to great successes for Neel and his previous teams. With close to 21 years of management experience in the healthcare and pharmaceutical industry, Neel worked in challenging roles providing tailored commercial, business development and marketing-related solutions for many reputable businesses such as Aspen Pharmacare, Life Healthcare, Sanofi and AstraZeneca.

He holds a Masters in Commerce (Business Management) from the University of Johannesburg and a Bachelor in Pharmacy from the Nelson Mandela Metropolitan University. His unique background in various positions within the healthcare and pharmaceutical industry, positions him well to execute the key objectives within the Tsebo Healthwise segment which, supported by our differentiated and refreshed offerings, will enable our team to engage many more clients and customers as we grow the Healthwise portfolio.

Neel's vision for Healthwise is to re-imagine food services in healthcare. This is supported by the ethos of enhancing food quality, patient experience and innovation in the healthcare space, by ensuring there is keen focus on food quality, menu enhancements (including contemporary offerings), patient-centric interactions, staff engagement and skills development. Our mission in Healthwise is to transform and re-engineer food services in the healthcare sector, and to be the best in breed across South Africa.

# TRENDS

## AND INNOVATION

### Five trends fuelling food and beverage innovation in 2021

Reference: <https://www.fooddive.com/news/5-trends-fueling-food-and-beverage-innovation-in-2021/592588/>

After an unpredictable and turbulent 2020, many were hoping 2021 would bring more stability. But the COVID-19 pandemic is expected to still hold sway and influence some of the biggest food and beverage trends in the coming months.

Consumers will continue their pursuit of immunity boosts, new plant-based options, global flavours and tech-enhanced foods during another tough year. One major theme that will continue in 2021 reflects what many wished 2020 had more of, and that is good health. Companies progressively invest in research to launch foods and beverages with immunity-boosting ingredients. The plant-based and alternative space will also see continued growth, but will take different shapes with new ingredients, from algae to mushrooms.

Technology also arises as a major trend as time progresses. Since food and worker safety was in the spotlight this past year, new developments will promise to give consumers confidence in their food. Technology, like CRISPR screening, will also help create innovations in food that meet the growing demands of consumers as hot trends, likewise global flavours will dominate the space. After conversations with industry experts and analysts, here is a breakdown of the five biggest trends that Food Dive predicts will impact the food and beverage industry in 2021:

# 1

## More companies jump on the health and immunity bandwagon

Consumers spent most of last year focused on trying to stay healthy, and that desire seeped into their food choices. According to research done by Archer Daniels Midland (ADM), one of the largest agricultural processors in the world, the pandemic made more people interested in foods that benefit their immunity, and experts are predicting that will continue in 2021. "A lot of companies will be jumping on this immunity bandwagon," said Kara Nielsen, director of Food & Drink at Worth Global Style Network (WGSN), a trend forecasting company under Ascential. In a report, WGSN identified immunity-supporting ingredients as a key theme for 2021. Product developers are learning from consumer demand in the past year. From elderberries and probiotics to turmeric and moringa, WGSN said the ingredients with immunity claims are among those poised for further growth.

Nielsen said that companies are also looking to add benefits and claims to their products that prioritise health, like yogurt companies launching into probiotics, and highlighting other qualities such as sugar reduction. Immunity-boosting ingredients have seen a sales bump already, and more companies are expanding their portfolios with those features. According to the Innova Consumer Survey 2020, six out of 10 global consumers are increasingly looking for products that support their immune health, with one in three saying that their concerns increased in 2020. Innova identified immunity as a top trend for the next year.

Lu Ann Williams, director of insights and innovation at Innova Market Insights, said immunity is an opportunity that can be broader than just taking Vitamin C or zinc. Williams pointed to botanicals as an example of an ingredient that brings an 'active' health benefit, as well as colour and flavour that tick the 'natural' box. "Consumers are interested in foods that are naturally high in nutrients to promote their immunity. I think there is a big opportunity to combine 'hero' ingredients that bring nutritional benefits that are easy to communicate," Williams said.

# 2

## Tech-enabled transparency is clearly critical

Early in the COVID-19 pandemic, headlines across the globe focused on outbreaks at food and meat manufacturing plants. As a result, more consumers have looked critically at where their food comes from and who makes it. Experts say that theme will continue in 2021 and beyond, with technology working to make food and workers safer.

Innova Market Insights said that transparency throughout the supply chain will dominate as the top trend of the year, with six in 10 consumers interested in knowing more about their foods' origin. The firm said that can be achieved with new packaging technologies such as invisible barcodes. Williams said trends develop over years, and since Innova's top trend last year was storytelling, "the extra layer this year is transparency. Transparency will be crucial in helping consumers understand and accept the products," Williams said.

Innovations are already debuting to spotlight this trend, like digital expiration date labels that offer real-time monitoring of food quality. In addition to smart packaging, food producers are also increasingly using blockchain to track products from farm to table. Blockchain is a system of recording information in a way that makes it difficult or impossible to change, hack, or cheat the system. It can help if there is a recall and can provide better traceability.

Nielsen at WGSN said consumers are looking for more promises of safety, and food suppliers need to communicate more about their efforts. But there is movement in the space with big companies like Nestlé starting to adopt more blockchain. "It's still kind of high-level, I don't think so much down on a consumer level, but I think it will get down there over the course of the year so that people understand a little bit better," Nielsen said.

Meat processors have also already started to expedite their plans to incorporate more automation and robotics to elevate food safety as the pandemic ravages their workforce. For example, inside the Tyson Manufacturing Automation Centre (Arkansas USA), engineers are working to develop innovative technology like a robotic camera that could detect defects on products.

Keith Belk, head of Colorado State University's Animal Sciences department, said there's been a "huge increase" in the rate of development of those technologies, both in the USA and abroad. Other technological innovations for food safety have arisen during the pandemic. For example, companies started to look at wastewater to catch coronavirus spikes. Belk said they learned they could use that same technology to look at foodborne pathogens such as salmonella or E. coli. "If you're looking for something good out of the pandemic, which there's not very much, that's a good thing that came out of it," Belk said.

# 3

## Next-generation plant-based options expand

Plant-based food has been a major trend in the last several years. And while sales numbers for 2020 have not yet been crunched, they are sure to be setting the record. In a study last month, Packaged Facts, a leading market research publisher covering the food, beverage, consumer packaged goods, and demographic sectors for over 50 years, estimated plant-based dairy and egg sales would register at about USD4.3 billion, and would continue to grow at an annual rate of six percent. According to Nielsen, in October 2020 meat alternative sales were up 129 percent compared to the first nine months of 2019. As the segment continues to hit its stride, both new and old players are bound to launch products and find success in 2021. But experts say they likely won't reuse the same old ingredients in different ways. Where the plant-based space is currently dominated by pea, soy and wheat protein, expect in 2021 to see more products featuring ingredients made from different plants.

Phil Kafarakis, President Emeritus of the Specialty Food Association and international food industry advisor, said this movement started in plant-based dairy alternatives. The soy and almond milks that dominated the plant-based dairy alternatives in years past are now joined by dairy alternative products sourced from a host of other plants, including oat, quinoa, hemp and macadamia nut. In other sections cauliflower has become a common substitute for many grains, including wheat and rice.

Pulses ranging from chickpeas to fava beans are starting to appear as snacks and components of plant-based butters and creamers. "It's been accelerating," Kafarakis said. "During this period of COVID-19, once they got past all the hoarding, people were into understanding that they can experiment with brands that traditionally they might not have tried before. Some of these products are out there and they're creating a lot of excitement, so I think you're going to see that become more mainstream."

Sabina Vyas, Senior Director of Strategic Initiatives and Communications at the Plant Based Foods Association, sees three main categories of new plant-based and alternative ingredients coming into the fore in 2021: algae, fungi and mushrooms, and legumes and pulses. These ingredients have several advantages: They are sustainable, have vital nutrients, and have good taste and textures. They also are relatively inexpensive and easy to source. Consumers "want these foods to taste good," Vyas said. "They want to see that these foods are also sustainable and better for them. I think manufacturers are unleashing the possibilities of what's available in plants and the fungi kingdom."

Michael Robbins, a spokesperson for the Plant Based Foods Association, added that alternative plant-based ingredients are getting to be more popular because stores have limited amounts of shelf space. New products need to offer something unique to get on the shelf, and new base ingredients can help differentiate products.

# 4

## Demand for flavours with global appeal and health credibility intensifies

While demand for global flavours has been on the upswing in recent years, the pace is expected to intensify in 2021 as the effects of the COVID-19 pandemic linger and consumer interest in new and novel tastes continues to grow. "Going into 2021, there seems to be heightened interest compared to the start of 2020 as consumers haven't travelled as much as normal or dined out as much as normal — so they are looking for food at home to generate some of the novelty and interest they'd usually get from other sources," said Neil Saunders, Managing Director of Global Data's retail division.

Analysts who follow the food space said a growing interest in wellness — fuelled by the pandemic — has elevated flavours that consumers view as healthy. This could bode well for ingredients such as traditional berries and fruits, butterfly-pea flower and moringa, Saunders said. At the same time, civil unrest across the globe has focused attention on cultures and ethnic groups whose offerings may not have been explored before. Consumers not only want to try something new but also support products that are authentic and come with a story.

Global flavours most likely to attract added consumer attention in 2021 include matcha and moringa in Asia and earthy offerings like elderberry, cinnamon and rhubarb. Those ingredients could eventually become more prominent. Also, spicy offerings like hot sauces and peppers, as well as African fare are expected to be more prominent. Companies that offer ready-to-eat meals, sauces, soups and meal kits with these flavours are poised to succeed, said Elly Truesdell, a partner at Almanac Insights who formerly oversaw local brands and product innovations for Whole Foods Market.

# 5

## CRISPR and gene editing move from crops to consumers

Few technologies have transformed development of food production during the last few decades as much as genetic modification. Now, efforts to improve the taste, texture and production of fruits and vegetables are being spurred on by CRISPR screening and other gene-editing techniques that promise to do all these things faster and for a fraction of the cost.

Consumers will see food with a lot of different traits, such as fresher and tastier, "although they will not necessarily know they are gene edited," said Jennifer Kuzma, a professor at North Carolina State University and co-director of its Genetic Engineering and Society Centre. "I do think now we're going to see gene editing and CRISPR-based crops enter the market in 2021."

Early genetic engineering focused predominantly on crops such as soybeans and corn grown by farmers to boost yields and make them resistant to pests or able to withstand chemical treatments. But more work today is being done on consumer-centric foods like mushrooms, apples, potatoes and lettuce that can be tweaked to include attributes important to consumers. For example, Pairwise, a start-up food company that uses technology to break down the barriers that keep people from eating produce is tapping into CRISPR gene-editing technology to remove the bitterness from a nutrient-dense green, the seeds from the outside of a blackberry and the pit in a cherry. "Sure, there is risk there, but what we're saying is that we believe the technology is good enough and it can deliver things that are good enough for people," said Ryan Rapp, who focuses on fruit as the head of product discovery at Pairwise. "As long as we stick to our values and transparency and being open with them, I think consumers are going to love this."

Still, some people are concerned that companies using CRISPR and other technologies aren't being transparent enough, and repeating the same mistakes as early pioneers of genetic engineered crops. They also worry that regulatory processes are not robust enough. People want to know first if the technology used in their food is safe and then how it benefits them. Transparency is important. Consumers want to know more and more about the food and where their food comes from, and so it will be critical to acceptance of produce.



# WINTER TEMPTATIONS

ANNELIZE ZEELIE

We all know winter foods are food should feed more than just the body, it must satisfy the soul as well. Soul food, heartfelt food, sincere food. But how do you stick to a healthy eating plan in the heart of the winter? Well, the best way is not to feel that something is withheld, but rather still to eat your old favourites, just with some smart changes to the old family recipes.



Winter is synonymous with slow food – beef casserole, lamb hot pot, chicken curry, but it can be very high in fat. Prepare your favourites but always start with the leanest meat, cut down all the visible fat off the beef and lamb and remove the chicken skin before you cook it. Start any casserole with the minimum oil, if you are cooking for four people only add four teaspoons oil to sauté your onions and garlic. Also, use less meat than usual and add a little lentils or chickpeas and certainly extra vegetables like green beans, tomato, spinach, butternut, eggplant or baby marrow. Not only does it contain less fat and energy but much more fibre, vitamins and minerals. Do not add potato, especially if you're going to eat it with a starch.

Any casserole or curry can be cooled slightly and then something wonderful happens: the fat moves to the surface and can then be easily scooped up with a cold spoon or even with a piece of kitchen paper. Make your starch a healthy, low glycaemic index starch, for example brown rice, basmati rice, crushed wheat, bulgur wheat, quinoa, or samp and beans.

Winter is the perfect time for a nice pot of soup, but also make sure all the add-ons don't make it high in fat. Replace cream in a recipe with low-fat milk or even yogurt and use a vegetable puree to thicken it. A nice cup of vegetable soup is perfect for a snack or to keep any food cravings under control.

Chocolate, who can withstand it? Rather eat squares good quality dark chocolate instead of the entire slab of milk chocolate. Make a hot chocolate drink by warming low fat milk and adding a 'skinny' hot chocolate powder, it is much lower in fat than the alternative and packed with calcium.

Always remember to drink enough water. Keep a full glass or water bottle on your table or next to the kettle and drink water before your next cup of coffee or tea. Rooibos tea also counts as water, but be aware of adding sugar. And, if the motivation begins to wane, just imagine how you wish to feel when Summer starts again: healthy or jealous?

# COMFORT IS KING

## Italian Ossobuco

NICK MADHURA

### Ingredients

2 Tbsp	Flour
1 rib	Celery
600 g	Tomato (beef)
250 ml	White wine
4 slices	Knuckle of veal
2 cloves	Garlic
1	Onion
2 bunches	Parsley
250 ml	Meat stock
TT	Salt
2	Bay leaves
1	Carrot
2 Tbsp	Butter
4 Tbsp	Olive oil
TT	Pepper

### Gremolata

1	Lemon
2 bunches	Parsley
1 clove	Garlic

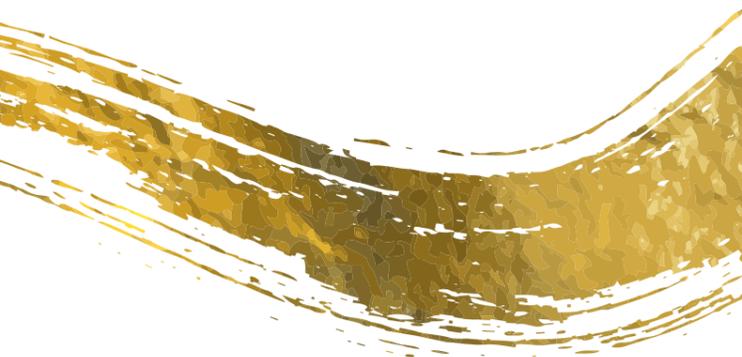
### Method

1. Wash and peel the carrots.
2. Wash the celery.
3. Peel the onions and garlic cloves. Very finely dice the carrots, celery, onions and garlic.
4. In a large pan, melt the butter and sauté the vegetables until softened.
5. Tie the veal leg slices into shape with kitchen string. Add salt and pepper and dust with a little flour.
6. Heat the olive oil in a pan and fry the veal slices on both sides until browned. Remove and place on the cooked vegetables.
7. Add the wine to the meat juices in the pan. Bring to the boil and simmer until reduced to about 100 ml. Preheat the oven to 180°C (160°C fan, gas 4).
8. Plunge the tomatoes into boiling water, then into cold water. Drain and peel off the skins. Halve the tomatoes, remove the seeds and cut the flesh into slices.
9. Wash the parsley, shake dry and chop finely.
10. Add the meat stock to the roasting juices, add the parsley, bay leaves and tomato pieces. Bring to the boil and season with salt and pepper.
11. Pour the sauce over the meat, bring to the boil then cover and cook in the oven for 2-3 hours, basting with a little stock every 30 minutes.
12. For the gremolata, grate the lemon zest. Wash the parsley, shake dry and finely chop. Peel and finely dice the garlic. Mix everything together well. Place the stewed meat in a bowl, add the vegetables with the sauce and sprinkle with the gremolata.

# COMFORT IS KING

## Lentil Chickpea Yellow Curry

NICK MADHURA



### Ingredients

½ cup	Lentils
1 can	Chickpeas
2 cans	Coconut milk
6 cloves	Garlic (peeled and chopped)
3 Tbsp	Yellow curry paste
1	Onion
TT	Salt and pepper

### Optional add-ons

TT	Lemon juice
TT	Bell pepper (chopped)
2 Tbsp	Cashew butter
TT	Tandoori spice cashew nuts

### Method

1. Heat a large casserole. Use a bit coconut oil or just vegetable broth for frying the onions and garlic for at least 3 minutes.
2. Add coconut milk, lentils and yellow curry paste. Cook this for only 20 minutes, no longer to prevent the ingredients becoming mushy or overcooked.
3. Add chickpeas only 5 minutes before the end of cooking.
4. Choose your optional add-ons and customise your curry to your liking. Serve into bowls and enjoy.



# COMFORT IS KING

## Sticky Toffee Pudding

NICK MADHURA

### Ingredients

#### Cake

6 Tbsp	Unsalted butter (plus more for dish)
1½ cups	All-purpose flour (plus more for dish)
1¼ cups	Medjool dates (coarsely chopped)
1 cup	Brewed coffee (strong and hot)
1 tsp	Baking soda
1 tsp	Baking powder
½ tsp	Coarse salt
¾ cup	Dark-brown sugar (lightly packed)
2	Eggs (large, room temperature)

#### Sauce

1 stick	Unsalted butter
1 cup	Dark-brown sugar (lightly packed)
¾ cup	Heavy cream



### Method

#### Cake

1. Preheat oven to 160°C and butter and flour a 2½-quart baking dish.
2. Place dates in a bowl, pour coffee over dates, and let soak 15 minutes. Stir in baking soda.
3. Whisk together flour, baking powder, and salt.
4. Beat together butter and sugar with a mixer on medium-high speed until pale and fluffy, about 3 minutes. Reduce speed to medium and beat in eggs, one at a time, until thoroughly incorporated.
5. Reduce speed to low, and add half the flour mixture, beating until combined.
6. Add date mixture and remaining flour mixture, and beat until just combined. (Do not overmix.)
7. Transfer batter to dish, and bake until cake is puffed and springs back in centre when gently pressed with a finger, about 25 minutes.

#### Sauce

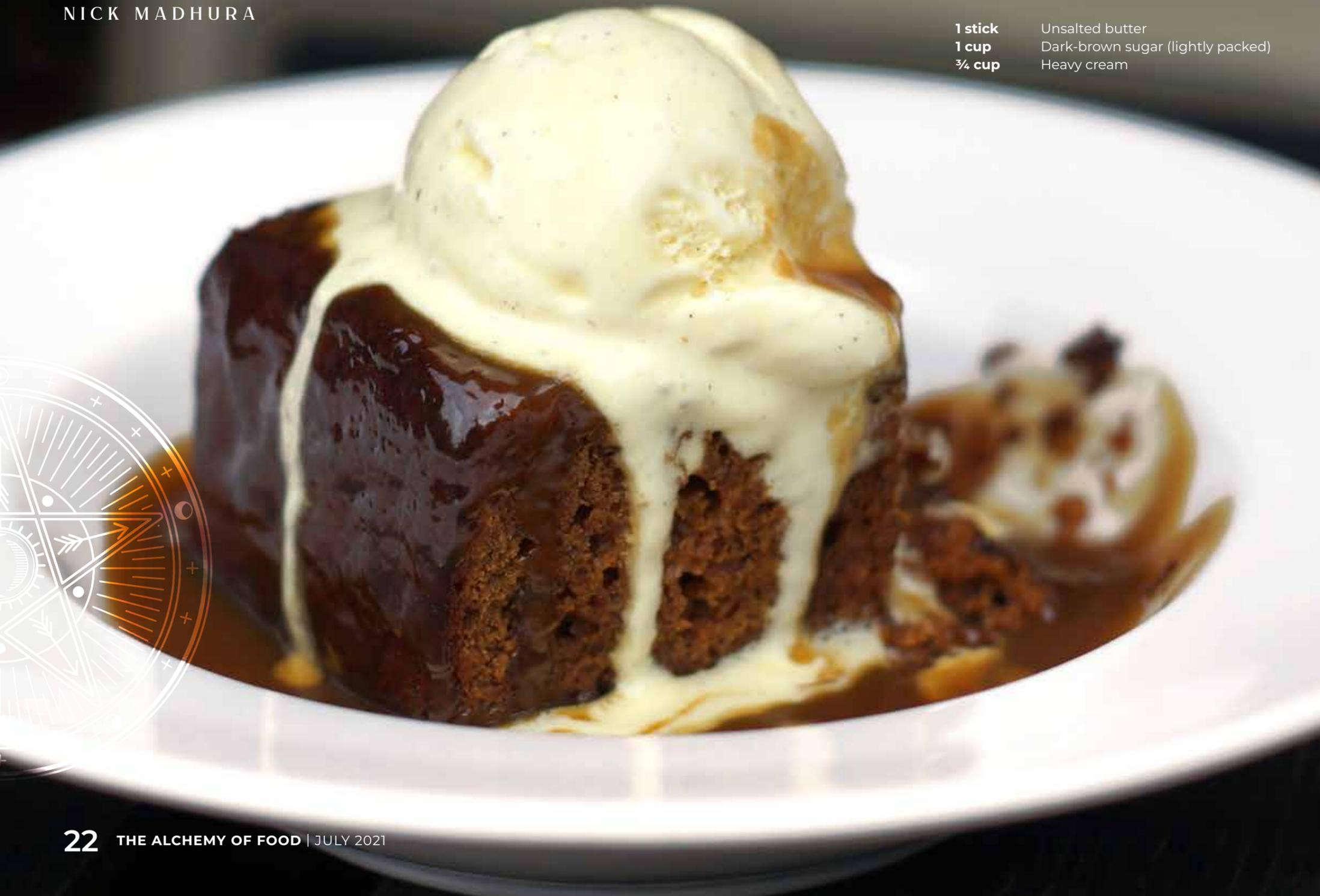
1. Combine butter, sugar, and cream in a medium saucepan and bring to a boil over high heat.
2. Reduce heat to medium (to prevent sauce from boiling over) and boil, stirring frequently, until sauce thickens and darkens slightly, about 4 minutes.

#### Serve

1. Remove cake from oven and pierce holes at 1-inch intervals to bottom of cake with a wooden skewer.
2. Pour half of hot sauce over cake and let soak 20 minutes.
3. Serve warm with remaining sauce.

#### Tip

Cake soaked in sauce and remaining toffee sauce can be stored at room temperature up to 1 day. Before serving, warm cake in a 150°C oven for 10 minutes, and heat up the sauce in a small saucepan over medium heat.



# COMFORT IS KING

## Deep Fried Ice Cream

NICK MADHURA



### Ingredients

<b>1 tub</b>	Vanilla ice cream (8 large scoops)
<b>3 cups</b>	Cornflakes cereal (crushed)
<b>1 tsp</b>	Cinnamon (ground)
<b>3</b>	Egg whites
<b>2 quarts</b>	Oil (for frying)

### Method

1. Scoop ice cream into 8 ½-cup sized balls. Place on baking sheet and freeze until firm, about 1 hour.
2. In a shallow dish, combine cornflakes and cinnamon. In another dish, beat egg whites until foamy.
3. Roll ice cream balls in egg whites, then in cornflakes, covering ice cream completely. Repeat if necessary. Freeze again until firm, 3 hours.
4. In deep fryer or large, heavy saucepan, heat oil to 190°C.
5. Using a basket or slotted spoon, fry ice cream balls 1 or 2 at a time, for 10-15 seconds, until golden.
6. Drain quickly on paper towels and serve immediately.

# WHAT WE HAVE BEEN UP TO

MELISE FERREIRA

## Catering for all needs takes a team of hard workers. Fedics Cape Town has it all!

Heading up the Team, Operations Manager, Martie Visser. With more than 20 years of experience in the catering industry, Martie leads her team by being an effective, confident role model. By inspiring and motivating them to ensure efficient day to day operations across all the Western Cape contracts.

Leonore Van Zyl and chef Lizl Oosthuizen form the heartbeat of the training and development team, which supports all segments in the Western cape region.

## MEET THE TEAM

### HEALTHWISE AND RETIREMENT

Our Healthwise & Living Lifestyle is managed by District Manager Chantelle Moore who is always ready to take care of your catering needs. The Fedics Western Cape team looks after clients ranging from hospitals and clinics to retirement villages and frail care. Chantelle is a registered dietitian, responsible for the effective running of risk operations by ensuring customer satisfaction and client relationship management. She and her team do this through understanding client needs and ensuring that the teams comply to our client SLAs. They tirelessly manage food production, train and upskill our teams, all whilst maintaining Fedics` quality and financial standards by following correct policies and procedures. Chantelle received the MD's "Middle Manager of the Year" award in 2019 for her continuous strive towards excellence. Part of her responsibilities include acting as dietetic and nutritional support for the Western Cape region.

### CLASS

This team consist of Deborah Cohen, Rachel Johnson, Eldrick Cupido & Franz Allers. The team specializes in catering for the educational sector - looking after the foodservice needs of primary schools all the way to tertiary institutions

Deborah Cohen has been the Project Manager for Fedics at the University of Stellenbosch Business school since May 2016. Her main focus is Food & Beverage Management. She brings a vast array of experience to the Fedics team that is rooted in her travels abroad. Deborah holds a Bachelor of Science degree in International Hospitality and Hotel Management from the International College of Hospitality Administration, Brig. Whilst there she received an Outstanding Academic Achievements award. Deborah acts as adviser and champion for food safety and hygiene compliance for the Western Cape region.

Rachel Johnson has been a District Manager for Fedics Western Cape since 2013. Her expertise include a 3-year term as Regional Training Manager for the Western Cape and the rollout of the Occupational Health and Safety Act-plan for Tsebo Group Eastern & Western Cape. Her responsibility included assessing, planning and conducting training to specific outcomes. Her experience and training in health and safety qualify her superbly for her appointment as Occupational Health and Safety advocate for the Western Cape region.

Eldrick Cupido has been with Fedics for more than 20 years. Eldrick is the District Manager for Fedics for the Stellenbosch and Paarl areas. His area of expertise is financial systems which is why he has been selected as Financial Support Mentor for the Western Cape region.

Franz Allers started with Fedics in 2002 as Salon Privé Manager at Grand West. Since then he has served as Senior Catering, Beverage Solutions Manager and now as Project Manager for the University of Stellenbosch Medical School and Hout Bay International School. His experience and superb culinary taste make him the ideal person to be the Western Cape regions' Culinary Promotions champion.

### BUSINESS & INDUSTRY

Ranging from corporate restaurants to manufacturing canteens this segment is driven by providing workday meals across board. In this team you will find Rachel Johnson, Chantelle Moore & Eldrick Cupido.

### BUSINESS DEVELOPMENT

New to the team, Melise Ferreira brings twenty years of Food Sales experience coupled with a Marketing Degree. Focused on growing and expanding catering services across the Western Cape, she will take the time to understand your individual needs and then tailor our offering to your circumstances.

Our Western Cape team is eager to meet with you and showcase how Fedics is the ideal catering partner. We develop the people, to serve people, to uplift society.

TSEBO ACCELERATES STAFF DINING  
IN ITS AUTOMOTIVE INDUSTRY SECTOR  
WITH THE LAUNCH OF

# IMPILENHLE

MARILIE KALP

Developed by Chefs and Registered Dietitians, Impilenhle food will boost your productivity and alertness, while empowering you to make healthier nutritional choices. Impilenhle transforms the traditional staff canteen – noisy, overcrowded and outdated - into a modern-day escape that is clean, comfortable, and relaxing and for employees when socialising.

By re-imagining the traditional canteen, we've created an engaging environment that promotes a positive food culture and celebrates company values; all while trusting to inspire!

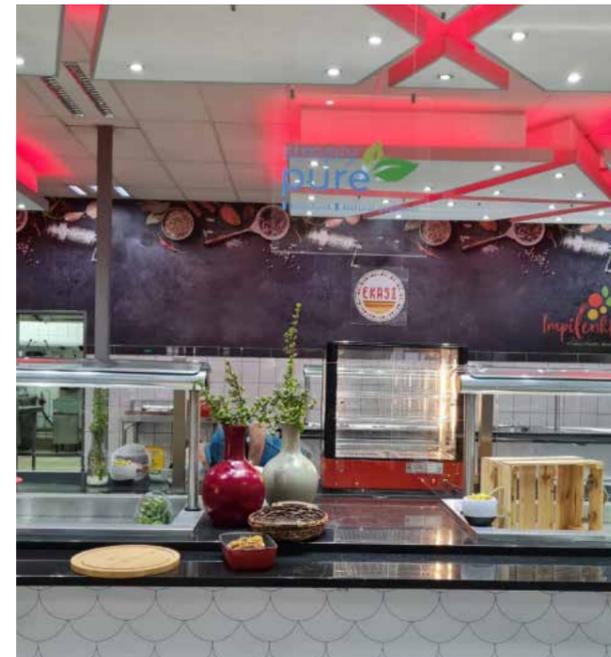
Impilenhle builds a strong connection through branding, colour scheme, thematic signage and graphics, and to further unite the workforce. The word *impilenhle* means 'health' and our unique offering embodies the idea of traditionally African food with a healthier twist. Experience traditional food that is scientifically prepared to manage fatigue and increase productivity during a challenging shift or longer working hours.



As part of the staff dining experience, Impilenhle introduces sustainable meal options and service solutions that offer exciting and fresh food, while maximising speed of service during the busy lunch period:

- Daily menu specials and limited time offerings, featuring seasonal ingredients and regional favourites through our Ekasi food brand.
- A live cooking station with a weekly rotation of unique, customisable menu items and specialty cuisines, such as #global tacos, BBQ and noodle bowls.
- Fresh and trendy grab-and-go salad boxes and sandwiches that decrease waiting time in queues and allow employees to maximise their lunch time, while enjoying a Simply Pure option.
- Our breakfast experience looks a whole lot different. Sunnyside fuses breakfast classics with modern elements to create a sustainable and healthy option that will keep you going throughout the day.

Impilenhle is designed as a place where employees can refuel, recharge and relax with good food in a comfortable environment. This celebrates Tsebo's unique spirit and identity.



Built around two core values, real and good food (quality, health, convenience and personalisation) and inspired community (spirited, local, inclusive and comfortable) Impilenhle offers:

- Increased productivity and alertness
- Sustainable energy and stamina level boosts
- Improved ability to cope with stress
- Reduced absenteeism due to illness
- Reduced accidents and risk-prone incidents



# WORLD ENVIRONMENT DAY

Reimagine.  
Recreate.  
Restore.

Chef Oliver Reddy and Team KZN taking time to clean up. Striving towards a greener, cleaner and healthier environment for all.

## What is ecosystem restoration?

We often talk about ecosystems and restoration but do we really know what it implies and entails, and what one can do for it locally?

- Ecosystem restoration implies assisting in the recovery of ecosystems that have been degraded or destroyed. It includes conserving ecosystems that are fragile or still intact.
- An ecosystem can be restored in many ways. Planting trees is one of the easiest and best ways of caring for the environment.
- Urban and rural landscapes have different ways of adapting and restoring ecosystems.
- People need to reduce pressures on the environment.



# OUTREACH

## CHILDREN'S PROGRAMME VILLA OF HOPE

When like-minded folk get together...taking care of growing children, their nutritional intake becomes extremely vital to strengthen bodies and encourage growth and mental vitality – A strong bond is formed.

"Our children are the rock on which our future will be built, our greatest asset as a nation. They will be the leaders of our country, the creators of our national wealth, those who care for and protect our people."

- Nelson Mandela



**Villa of Hope**  
PO Box 1630 Eldorado Park 1813  
28 Cavendish Road Orlamsvlei, Nonesuch, Johannesburg  
Tel +2711 342-6178 | +2711 342-6427  
E-mail: villaofhope@mweb.co.za  
Web: www.villaofhope.co.za

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Dear Nick, Annelize and the entire Tsebo Catering Team 9<sup>th</sup> June 2021

**Subject: Acknowledgement & Appreciation**

When like-minded folk get together...taking care of growing children, their nutritional intake becomes extremely vital to strengthen bodies and encourage growth and mental vitality – A strong bond is formed. Thank you for sending your best representatives to teach, explain and demonstrate how we can best prepare food for our children.



You presented a somewhat challenging topic in a way that we could all understand and gave us plates of healthy prepared delicious food for our enjoyment and nutritional benefit. Our staff enjoyed and benefited greatly from the nutritional training workshop that you hosted with kindness and patience.



The children relished the soup on the day. Our home is blessed to have been impacted by you in such a meaningful way. With the season being winter and COVID-19 still a very real threat in our country, building immune systems is vital and your training will allow us to ensure this for our children, as we plan to implement what we have learnt.

Thank you so much for being a blessing to our family. True to your motto – We bear witness as you develop our care-giving staff to serve our children and indeed uplifted The Villa of Hope. The interaction observed within your team is commendable.

We have been strengthened by your contribution and pray for a continued relationship. May you and your loved ones be safe, healthy, and protected during this time and always...

  
Management, Staff & Children

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VISION  
We aim to reduce child abuse and neglect within our surrounding communities by promoting family values.

MISSION  
To provide superior care to children who have been orphaned or require alternative care due to abuse, neglect, abandonment and children that have been affected or infected by HIV & AIDS or other ill circumstances, thus creating a loving and attentive environment that will allow children to develop as well balanced and wholesome individuals, who are capable of a worthy contribution to society. Our primary objective is to take care of children: Spiritually, Physically, Emotionally, Psychologically, & Financially.

Social Services No: 776/5/2/100/1      PRO No: 93037863      NPO No: 033-488



# WHAT OUR CLIENTS SAY

## PACK'D WITH ALL THE GOODNESS

"Wow Aunty Sandra! This is very well thought out and better than Emirates (besides the absence of the hot meal part – for obvious reasons) but really is great. It's more than enough too and very adaptable to dietary requirements (vegetarians), sweet and or savoury lovers and budget. Thank you for thinking outside the box (or inside in this case)."

**Jackey Sobey**

Senior Executive Assistant to the CEO Kevin Penwarden, SA Home loans



## Sandton Senior Citizens Society

"Tsebo Catering Services (Fedics) have been contracted to the Bryanston Village (SSCS) since December 2015. It is with great pleasure that I highly recommend Tsebo /Fedics to you. The Bryanston Village (SSCS) have received excellent service from the Tsebo team since their inception in December of 2015.

Tsebo have been a pillar of strength during this Covid-19 pandemic and have gone the extra mile to assist with additional sanitation and additional staff during this exceedingly difficult time.

We are extremely satisfied with the caliber of staff that have been placed on our site and would be happy to recommend their service to any other organisation.

I believe that Tsebo will be an excellent fit for your business. Elize and her staff make a remarkable team."

**Liz Berdanis**  
General Manager