

# TsAfrika

## PROVIDING UNSURPASSED CATERING WITH AFRICAN FLAIR

The world of corporate catering is evolving with a fresh focus on simplicity, convenience and value for money. Rae Keller and her team at TsAfrika are happy to adapt and deliver an experience driven by what makes us tick – a passion for food and people!

Until recently corporate catering had fallen into the “great unknown” with the industry grappling with what a post-COVID reality would look like. For Rae Keller, Managing Director TsAfrika, and her team this initially represented a challenge in terms of how to stay relevant in a rapidly changing business environment, but now that business is back in full swing it is more about tapping into providing products that inspire excitement.



**RAE KELLER**  
Managing Director TsAfrika



“As our clients and customers perspectives changed we understood that less is more in the truest sense of the word, simple but with uncompromised quality,” says Keller.

“By understanding who our customers are, we have pioneered fit-for-purpose solutions using technology to adapt quickly to the changing needs of our clients’ organisations and employees. As a result, we have brought new concepts and convenient solutions to the table.”

This understanding of what clients want, along with a keen interest in international trends, has led to an exciting, creative stage in TsAfrika’s evolution. While the caterer will always maintain 100 per cent commitment to getting the basics right through quality produce and seasoning to bring out natural flavours, and healthy cooking methods to preserve nutrient density, there is a new emphasis on convenience and access to different culinary experiences for its clients. In practice, this lead to developing and strengthening various convenience concepts such as:

## Pantry Box

Beautifully curated ‘pantry boxes’ that bring luxury, decadence and convenience together for special occasions at home with family, a romantic picnic, a celebratory High Tea or simply a unique gift.

## Event in a Box

Prepacked snack food solutions for online meetings and events are designed with bespoke ingredients and recipes, tastefully packaged to complement the experience.

## Let's get Cooking

Easy to follow, delicious recipes and pre-portioned ingredients ready for daily collection from staff restaurants.

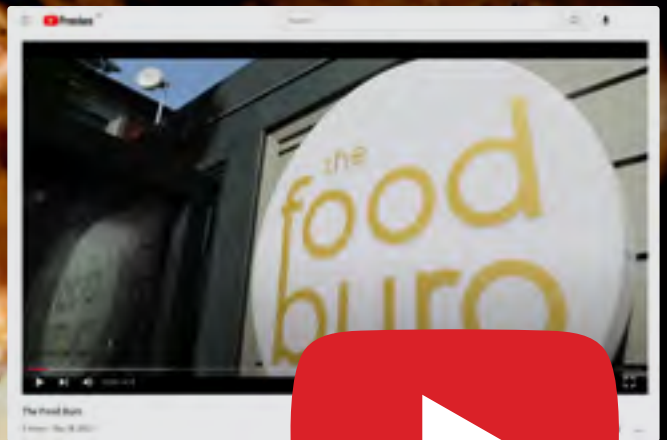
# the food buro

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While functions and events are catered for with signature flair, TsAfrika has evolved its dark kitchen concept to provide delicious catered pre-packed meals, snacks, deli and coffee options to businesses that have downsized, or no longer want the expense of running an onsite, staff kitchen and restaurant.

The solution is The Food Buro, a trendy, moveable structure that can be placed outside of the office building to provide a smaller more cost-effective staff restaurant that can be customised according to a range of in-house brands that are produced in TsAfrika's production kitchen and delivered to the containers. The title means "food desk" and suggests a destination brand in keeping with TsAfrika's trendy, elegant container concept.



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# INTRODUCING TsAFRIKA'S NINE NEW FOOD BRANDS

What we eat is more relevant today, which is why TsAfrika cultivated its brands with a view to mindful eating to fuel physical wellbeing.

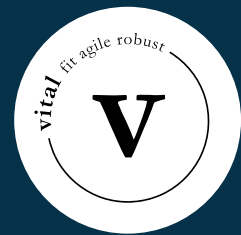
The result is clean, nutritious, fresh meals that focus on the overall wellbeing of the clientele on site, while generating the excitement of a food destination. The new brands showcase TsAfrika's flexibility by occasionally rotating meal offerings with a few of its other brands to eliminate menu fatigue, create excitement and drive participation in the employee restaurants. The brands are:



**Established:** Recognised and accepted tradition serves food from accepted age-old traditional recipes crafted from different cultural backgrounds.



**Day-to-Day:** Fulfilment happiness and satisfaction through more robust tried and tested meal offerings.



**Vital:** Fit, agile, robust food to drive mindful eating and physical wellbeing.



**Zest:** Plant-centric meals for non-meat eaters to encourage variety and vitality.



**Xtravagance:** Unrestrained dramatic indulgence that provides a feast for all the senses.



**Sentiments:** Reflection, fondness, nostalgia served up through old favourites, where heartiness, colour and variety are the order of the day.



**Nosh:** Nibble, munch, grub food for people on the go.



**Relish:** Beloved, prized values that fit your lifestyle and your budget.



**Break-of-Day:** Blend, sizzle, toast to kick start your day the right way.

All these can be ordered and delivered to a client's desk via TsAfrika's mobile-based app, Head Over Meals.

"The challenge lies in balancing commerciality and rising food inflation within the boundaries of set price points for our clients. We have managed to do this without compromising quality by getting really creative. Now more than ever, how we manage our costs through our processes and optimisation has become critical," says Keller.

"The days of fully subsidised staff restaurants are something of the past. We are entering a world of multi-tenanted spaces where clients require adaptable commercial models and food solutions that speak to a hybrid working model – agile and flexible solutions, on demand, fresh and convenient. The product has to be easily accessible, exciting and with health at the forefront."

This agility carries over to the way in which TsAfrika tailors its approach to changing business models. When a large, mining client moved offices from the Johannesburg city centre to Rosebank, it changed its approach by tasking TsAfrika with training young chefs, baristas and cooks to the point where they become owners of the catering business. With a strong emphasis on skills development and mentoring, TsAfrika was able to create a formal development programme that will ensure the success of these young entrepreneurs from a kitchen skills and business level. And so, the Tsebo Phakiso Supplier Development Programme was born





Tsebo's Phakiso SMME Supplier Development Programme is a tried-and-tested strategy for the integration of SMMEs into the Tsebo Solutions Group's operational model.

The programme aims to support the development of SMMEs and contribute to their growth in a meaningful way, while allowing clients to retain the benefits of contracting with a large organisation, such as professional quality standards and cost-effective pricing. With a business ethos that is built on ensuring that we develop, employ, capacitate and partner to the benefit of the communities we work in, the end goal is to ensure that small businesses are:

- **sustainable**
- **profitable**
- **trained to the highest quality standard**

"Tsebo Solutions Group's values are to develop people, to serve people, to uplift communities. These values form the foundation of everything we do and extend to helping small businesses to scale up. We believe this is critical to the future of South Africa's economy. Even as we continue to grow, our vision for TsAfrika is to maintain the agile, can-do attitude culture of a small company. We aim to be the go-to brand for blue-chip clients that want to be associated with our passion for food, our belief in developing our people, and our ability to innovate and adapt quickly without ever compromising on quality," says Keller.