

Fedics celebrates a successful rebrand and VVIP event launch at Mercedes Benz South Africa

SOCIAL MEDIA: June was a busy month for the Fedics' team at Mercedes Benz, who not only pulled off a successful re-launch of staff canteens but served in excess of 3000 Pack'd meals for the company's C-Class Celebrations

Fedics in partnership with Mercedes Benz South Africa (MBSA) recently rebranded and relaunched the staff canteens at the motor company's headquarters in East London. The relaunch, which included updating the catering equipment and redecorating the canteens with upbeat Impilenhle branding, is part of an overall rebranding for Fedics and an innovative shift in catering based on research and international trends according to the nutritional requirements of specific segments.

After eight years of staff meals at MBSA being categorised as A, B or C, according to food preference or dietary requirements, staff now have the option of ordering a range of meals from Impilenhle's tasty, nutritious menu under the categories of Ekasi, Vuka, 7 colours and #Global. Impilenhle's meals are specifically designed by registered dieticians to provide optimal taste and efficiency for a hardworking, hungry workforce. Fedics staff also received new uniforms in line with the canteens' lively rebranding.

A grand opening was held on 14 June 2021 to celebrate the re-launch where the canteens were favourably received by staff, with the client, Guy Beaumont,

commenting: "MBSA and Fedics spent well on the remodelling of the F10 Canteen, new catering equipment, rebranding the canteens, new menus, new meals, new crockery, new branded clothing for the Fedics staff and introducing the new bio-degradable meal bowls (no more plastic to landfill).

"Our HR Executive was most impressed, and remarked that the tour of the F10 Canteen was most pleasing. Décor, food presentation and friendly staff all were big contributors to today. Please extend my thanks to Chef Oliver and brother, their meals are being spoken about as a new chapter in taste and presentation."

Canteen Manager Siyabonga Mbinza, meanwhile, had this to say about the re-launch: "The transition process has been a great success and we have received a lot of positive feedback from MBSA employees about the food and the overall change in appearance.

"Providing good quality and nutritious meals to the MBSA employees has always been a top priority and this change has allowed us to continue to deliver on that commitment."

Pack'd Event for Mercedes' new WS206 C-Class

Following hot on the heels of the canteen relaunch came MBSA's launch of its W206 C-Class on the 23 June 2021. With attendance by Minister of Trade, MECs, the Buffalo City Mayor and MBSA Management VVIP catering was required, and Fedics was well equipped to deliver. COVID-19 has changed the landscape of event catering with health and safety being a top priority. Fedics Pack'd solution takes care of these requirements by providing premium, prepacked event food so that attendees can practice social distancing and are assured that their food is safe. For the launch, food boxes were branded in black and white to align with MBSA's brand. Altogether 70 VVIP breakfast boxes, 90 VVIP Pack'd to Go lunches and dessert boxes were served along with branded fresh pressed juices. The event was a resounding success with loads of compliments received.

But the best was yet to come. As part of the C-Class celebrations, MBSA decided to spread the joy by giving each of their staff a Pack'd to Go meal, juice, fruit and chocolate. For Fedics this meant preparing 3000 Pack'd boxes in addition to those prepared as part of the formal launch.

The entire Fedics team at MBSA buckled down to work and very little sleep was had over three days it took to prepare and serve the 3000 meals within MBSA's required timeframe. Added to this, an additional 800 meals were requested on Monday 24 June, and this figure increased to 950 by 17h00 on Friday. Despite constraints all meals were delivered on time and to the client's satisfaction.

None of this would have been possible without the energy and enthusiasm of an amazing team at MBSA who pulled together to create a memorable event for Mercedes.



Pack'd and ready to go: Well over 3000 meals were served to dignitaries and staff to celebrate MBSA's launch of its W206 C-Class.

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