

### on the pages

The strategic advantage of outsourcing catering IN THE SPOTLIGHT

02

**Emerging coffee industry trends of 2024** 

08 TRENDS AND INSIGHTS

**Recipes from our Chefs** 

12

WHOLESOME WINTER WARMERS

**22** 

**SmartChoices** NUTRITION IN SCHOOLS

24

What have we been up to? REGIONAL ROUND UP

SINCE 1971

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# THE STRATEGIC ADVANTAGE OF OUTSOURCING CATERING

INSIGHTS FROM
WYNAND LOUW
OF TSEBO CATERING
SOLUTIONS

In today's fast-paced corporate environment, efficiency and specialisation are key to maintaining a competitive edge. Outsourcing non-core business functions can significantly boost operational efficiency. Catering, often overlooked, plays a crucial role in the productivity and wellbeing of staff, students, and patients. Wynand Louw, CEO of Tsebo Catering Solutions, shares insights into the benefits of outsourcing your company's catering needs.

WYNAND LOUW
CEO, Tsebo Catering
Solutions

When discussing the procurement of catering services, it is vital to address the balance between quality and cost upfront. Quality in catering goes beyond the meals served; it encompasses the working conditions of the catering staff, the nutritional health and wellbeing benefits provided to the workforce, and the sustainability practices in place.

Quality starts with the people who provide the service. Ensuring fair working conditions for catering staff leads to higher job satisfaction and better service delivery. Happy, well-treated employees are more motivated and productive, directly influencing the quality of service and food provided.

Nutrition plays a critical role in maintaining a productive workforce. A well-balanced diet contributes to better health, increased energy levels, and enhanced cognitive function, which in turn boosts overall productivity. Companies that invest in high-quality catering services help ensure their employees are well-nourished and able to perform at their best. The overall dining experience is crucial for employee satisfaction. Attractive, appealing meals that cater for diverse dietary needs can enhance the employee experience, making the workplace more enjoyable and boosting morale. When clients insist on low-cost solutions, they often sacrifice this quality, leading to dissatisfaction and a potential decrease in productivity.

Sustainability is another key aspect of quality. Catering companies should implement initiatives to reduce food waste and continuously improve their environmental impact. These practices not only benefit the environment but also promote a positive company image and can lead to cost savings in the long run.

Collaborative and mutually beneficial relationships with supply partners deliver greater levels of innovation and a competitive advantage for us all. To ensure our shared success, we proactively manage risk, ensure supplier alignment with our values, standards, and policies, and foster strong working relationships.

### IN THE SPOTLIGHT

#### We believe in:

- Working closely with our suppliers to ensure they understand and are equipped to meet our expectations.
- Well-governed and engaged supply chains where transparency and communication are essential
- Evaluating and assessing the capabilities and practices of each supplier to ensure they align with our standards for quality, ethics, and sustainability.
- Sharing information on our procurement processes and making training easily accessible to suppliers.
- Encouraging the participation of small, micro, and medium enterprises (SMMEs).

Decisions based solely on cost can lead to a decline in meal quality, food safety, and service standards. Lower costs often mean cheaper food supplies, less skilled staff, and poorer working conditions. This not only impacts the quality of service but can also lead to higher long-term costs due to staff turnover, health issues, and reduced productivity.

The primary advantage of outsourcing catering services is the ability to concentrate on your company's core activities. "Outsourcing the nutritional needs of your staff, students, and patients allows you to focus on what you do best, enhancing overall productivity," says Louw. Tsebo Catering Solutions specialises in managing all aspects of catering services, from meal preparation to handling complex dietary needs, ensuring that companies can dedicate their resources to their primary business goals. Catering plays a vital role in enhancing the productivity of teams across various industries by providing 'brain food' that supports physical and cognitive functions.

In educational institutions, proper nutrition is crucial for the cognitive development and academic performance of students. Wellfed students are more attentive, have better memory retention, and exhibit improved behaviour, leading to a more productive learning environment. Catering services can provide healthy, balanced meals that support students' growth and learning needs, ensuring they are ready to tackle their studies with vigour.



In the corporate world, the food environment contributes significantly to the overall working experience of employees. Access to nutritious meals can boost energy levels, improve concentration, and enhance mood, leading to increased productivity. By offering a variety of healthy meal options, catering services can help employees maintain a balanced diet, which is essential for sustaining long-term productivity and reducing absenteeism due to health issues.

In manufacturing and warehouse settings, physical labour demands high energy and stamina. Providing employees with nutritious meals and snacks ensures they have the necessary fuel to perform their tasks efficiently. Catering services can customise meal plans to meet the specific dietary needs of workers, helping them maintain optimal physical performance and reduce the risk of workplace injuries.

In the retail sector, employees often work long hours on their feet, requiring consistent energy levels throughout their shifts. Nutritious catering can help sustain energy, improve customer service, and enhance overall job satisfaction. By investing in quality meals for their staff, retail businesses can see improved employee morale and reduced turnover rates.

In the mining industry, the physical demands on workers are intense, and maintaining high energy levels is critical for safety and productivity. Well-nourished workers are better equipped to handle the strenuous tasks and harsh conditions of their work environment. Catering services that provide nutritious and energy-dense meals can help workers stay alert, reduce fatigue, and enhance overall productivity. Additionally, a well-fed workforce is less prone to accidents, contributing to a safer work environment.

In healthcare and retirement facilities, the nutritional needs of patients and residents are paramount. Proper nutrition is critical for recovery, maintaining health, and improving the quality of life. Catering services can ensure that meals are not only nutritious but also tailored to meet specific dietary requirements, which is essential for the well-being of patients and the elderly. Providing appealing and healthy meals can also boost morale and satisfaction among patients and residents, contributing to a more positive environment in these facilities.

### IN THE SPOTLIGHT

With over 50 years of experience in the industry, Tsebo Catering Solutions (through its brands TsAfrika, Fedics, and Tsebo Site Solutions) has established itself as a leader in providing high-quality, nutritious, and cost-effective meals across Southern Africa and Africa. Our expertise in the latest food trends, dietetics, and commitment to quality ensures that all meals are not only delicious but also meet the highest standards of food safety and nutrition. "Our dedicated teams of chefs and dietitians are constantly innovating to meet and exceed the culinary expectations of our diverse clientele," Louw adds.

Tsebo Catering Solutions is deeply committed to reducing its environmental footprint as part of its broader sustainability strategy. With an ISO 14001 certification, the company highlights its dedication to ongoing environmental improvement. Notably, Tsebo has achieved a remarkable R200 million reduction in energy usage for its clients, preventing 87.1 tonnes of plastic and paper waste from reaching landfills. Furthermore, 95% of the seafood sourced by Tsebo comes from the SASSI green list, and 74% of its tea and coffee are procured from Rain Forest Alliance-certified partners. These initiatives are part of Tsebo's broader goal to decrease its Scope 1 and Scope 2 greenhouse gas emissions and energy consumption by 30% from 2022 levels, ensuring that 75% of its high-impact products are sustainably sourced by 2030.

Tsebo's commitment to social responsibility extends beyond environmental efforts. The company has retained its Level 1 B-BBEE certification in South Africa, emphasising its role in promoting diversity and inclusion within the workplace. A testament to its commitment to its workforce, Tsebo has maintained an 82% global benchmark score for its people practices, recognised as a Certified Top Employer in SA. The company's training and development programmes are robust, with over 40,000 interventions annually, spending 4.2% of its leviable amount on learning and development. This aligns with Tsebo's commitment to providing a sustainable Youth Skills Development Programme, aiming for 20% formal employment within the Group for the unemployed.

Tsebo operates with a zero-tolerance policy for theft, bribery, and corruption, underlined by comprehensive grassroots-level training and a 24/7 tip-offs anonymous hotline independently monitored by Deloitte. The company also strives for exemplary corporate governance, with 40% Black female executive directorship at the board level in South Africa. These efforts are part of a broader commitment to foster transparency, trust, and value-driven ethical behaviour across all business operations.

Outsourcing catering also leads to significant cost savings. Tsebo's bulk purchasing power and efficient supply chain management allow it to offer competitive pricing, which translates to lower costs for clients. Additionally, managing staff salaries and benefits, typically a significant portion of in-house catering expenses, is handled entirely by Tsebo, reducing the financial burden on clients.

Managing a catering service in-house comes with its own set of risks, including the potential for food wastage and the challenges associated with employee management. Tsebo handles all these aspects, reducing waste and effectively managing staff through its expert HR team. "We manage the risks, so you don't have to, from maintaining high hygiene standards to managing the complex logistics of food service," Louw notes.

Tsebo understands that each client has unique needs and preferences. Whether it's catering for a corporate office, a healthcare facility, or an educational institution, Tsebo offers customised solutions that align with client requirements. "Our segment-specific approaches allow us to provide tailored catering solutions that integrate seamlessly with our clients' operations," explains Louw.

Choosing Tsebo Catering Solutions for your external catering needs means partnering with a leader in the industry known for its reliability, quality, and innovative solutions. As businesses continue to seek ways to streamline operations and enhance efficiency, partnering with Tsebo offers a strategic advantage that goes beyond just serving meals – it is about creating experiences that boost morale and productivity.

For more information on how Tsebo can enhance your business operations through professional catering solutions, visit: Tsebo.com



# EMERGING COFFEE INDUSTRY TRENDS OF 2024

https://freshcup.com/experts-share-emerging-coffee-industry-trends-of-2024/

As 2024 unfolds, the coffee industry is buzzing with innovations and trends that are set to shape its future.

Here is a detailed overview of the emerging trends.

### Home roasting gains traction

Digital communities and affordable roasting machines are driving a surge in home and hobbyist roasting. Coffee producers are capitalising on this by selling retail quantities of green coffee, fostering niche markets. This trend encourages the emergence of both highly specialised, artisan-focused brands and consistent, dependable blends, diversifying the specialty coffee landscape.



#### The rise of blends

Blends are experiencing a resurgence, with a clear divide between intensely processed single-origin coffees and easy-drinking, consistent blends. This trend caters to diverse consumer preferences, ensuring that both adventurous and traditional coffee drinkers find something they enjoy.





### Coffee as an intimate experience

The traditional act of meeting for coffee is transforming into a 'pursuit of universal intimacy'. Coffee experiences are becoming more profound, with small groups of enthusiasts engaging in meaningful conversations. Omakase-style coffee experiences, where individuals explore the layers and stories behind each cup, are becoming more popular, turning coffee consumption into a holistic human experience.



### Digital transformation

Coffee companies are at a critical juncture where embracing digital technologies is essential for staying competitive. Custom digital solutions are crucial for optimising operations and meeting new sustainability regulations. Each company's unique needs must be considered to ensure smooth and efficient integration of these technologies.

### **Diverse coffee flavours**

In 2024, consumers are embracing unconventional coffee flavours, driven by Gen Z's quest for novelty. Influences from Asia and Latin America are making significant inroads, with innovative offerings like African Spice coffee, which includes traditional Kenyan chai spices. The versatility of cold coffee formats continues to grow, extending coffee's reach beyond traditional applications and enhancing its appeal in various occasions.



### Return to artisanry

As automation becomes more prevalent in coffee equipment, coffee bars are re-emphasising the artisanry of espresso-making. This involves a renewed focus on quality and attention to detail. Advanced espresso technology, such as built-in scales and timers, helps baristas perfect their craft by allowing them to concentrate on the sensory aspects of coffee preparation.





### Local initiatives at origin

Significant change is occurring within coffeeproducing countries, driven by local professionals who understand their unique challenges and opportunities. Initiatives led by these local experts are proving more effective and sustainable than foreign-led projects. Examples include business courses for coffee farmers and workshops for women in coffee, which are fostering genuine progress within the industry.

### Balancing growth and sustainability

The speciality coffee sector faces the challenge of balancing economic pressures with sustainable practices. While some roasters are cutting costs due to rising inflation and volatile coffee prices, there remains a strong commitment to ethical sourcing and environmental sustainability. Consumers' demand for transparency is pushing the industry to maintain high standards despite economic pressures.



### **Beyond traditional coffee**

The industry is exploring coffee alternatives and enhancements, such as mushroominfused drinks and co-fermented beverages, which cater to health-conscious and adventurous consumers. The trend towards non-traditional coffee experiences, including caffeine alternatives and energy drinks, is gaining momentum, reflecting a broader shift towards a more diverse beverage landscape.

### Mainstream success for **Asian coffees**

Speciality-grade Asian coffees, particularly from countries like Thailand, are gaining recognition in the global market. Advanced technology and innovative processing methods are elevating the quality of these coffees, leading to increased visibility and appreciation among coffee enthusiasts worldwide.



### Impact of major global trends

Climate change, globalisation, and artificial intelligence (AI) are major forces driving innovation in the coffee industry. Al is enhancing various aspects of coffee production and trade, while globalisation is facilitating greater collaboration and knowledge sharing. Climate change continues to pose challenges, but it also drives the industry towards more sustainable and resilient practices.

### New employment models

The rise of 'fractional' employment and consulting in the coffee industry offers flexible and fulfilling work opportunities. These models allow companies to tap into a diverse pool of talent and adapt to changing market conditions. This shift is also creating more inclusive employment practices and reducing HR challenges.



### Connected coffee gear

The Internet of Things (IoT) is revolutionising coffee improved consistency through connected devices. Innovations like self-adjusting grinders and smart brewing systems are enhancing the quality and efficiency of coffee preparation.



### **Union movement**

The unionisation of coffee workers, highlighted by Starbucks' agreement to negotiate with its unionised stores, signals a positive shift towards making coffee jobs more sustainable and professional. This movement reflects a deep commitment to improving working conditions and ensuring long-term viability for coffee industry jobs.













# smartchoices

### **BY ANNELIZE ZEELIE**

Tsebo Catering Divisional Dietitian

### THE CHALLENGE

The high prevalence of allergies among children complicates meal planning and increases health risks. Additionally, the lack of variety and appeal in school meals that meet allergy requirements can potentially lead to nutritional deficiencies and social exclusion for affected students.

### WHY TSEBO?

As South Africa's longest standing contract caterer we have earned a reputation as a reliable, experienced service provider. Our chefs, cooking, and service staff receive ongoing training in health and safety protocols, food preparation, presentation and service to ensure continued high standards. This together with our methodical course of action allows you to enjoy an uninterrupted and consistent delivery of tasty, quality meals.

# Good food is good health.

### THE BENEFITS

- Peace of Mind: Parents can rest assured that their children are well-cared for, with dietary needs meticulously managed.
- Enhanced School Reputation: Schools that partner with Tsebo stand out for their commitment to health, inclusivity, and quality, attracting more families looking for the best for their children.
- Comprehensive Support: From daily meals to special events, our holistic approach covers every aspect of school dining, ensuring that all children, regardless of dietary restrictions, enjoy a balanced and inclusive eating experience.

### **OUR SOLUTION**

At Tsebo, we understand the importance of inclusive and safe meal options for every child. We have pioneered a unique approach to school nutrition:

- Bespoke Menus: Developed by professional dietitians, our menus cater to children aged 2 to 18 years, ensuring safety and deliciousness across all allergy requirements.
- Scientific Backing: Each menu is crafted based on scientific research, accommodating every possible allergy, including exclusions of pork, nuts, and peanuts.
- Nutritional Balance: We ensure correct portion control and use unique ingredients like dairy-free margarine and nut-free oat and rice milks to prevent nutritional deficiencies.
- Visually Similar Meals: All children receive meals that look alike, including alternative versions like egg-free protein substitutes and similar-looking muffins, to avoid social exclusion.
- Educational Support: We provide nutrition education for teachers and students to foster a deeper understanding of healthy eating habits
- Special Occasion Catering: Our services extend to managing birthday parties and other events with allergysensitive options, ensuring that no child feels left out.

Nourishing Success

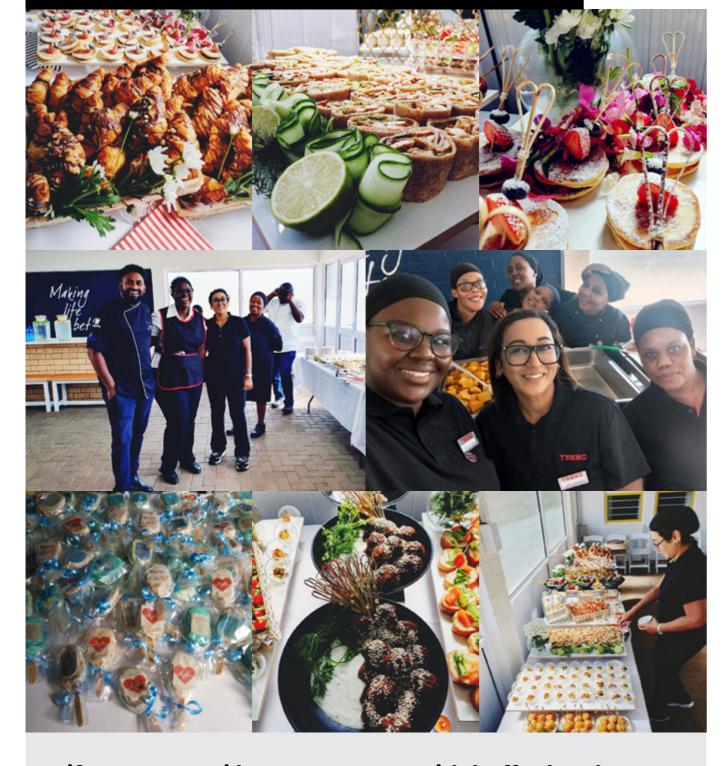
JUNE 2024 | THE ALCHEMY OF FOOD



JUNE 2024 THE ALCHEMY OF FOOD

Lenmed eThekwini hosted an exhilarating two-day braai event for 300 guests. This memorable celebration is one of the many ways Lenmed spoils its people, with Tsebo happily supporting the festivities.

### WHAT HAVE WE BEEN UP TO?



### Life Empangeni honours nurses with buffet lunch

Life Empangeni marked Nurses Day with a sumptuous buffet for nurses and senior management, also catering to a concurrent doctors' conference. "At Life Empangeni, we live by the belief that 'no man is an island," said Verni Vadivelu.









# Clinix CEO Roadshow: A Journey of Success and Celebration

In a whirlwind of anticipation and excitement, the Clinix Health Group embarked on a remarkable CEO roadshow, weaving its way through the heart of the organization. From bustling hospital corridors to serene administrative offices, the roadshow left an indelible mark on everyone it touched.

Spoiling the Executives: At each stop, the Clinix executives were treated to an exquisite culinary experience. Highend menu options graced their tables, reflecting the diversity of the Clinix family.

The Clinix chefs dazzled with their culinary prowess, presenting spectacular and unforgettable dishes that stole the spotlight. Their creations were nothing short of gastronomic masterpieces, leaving everyone in awe.

The front-of-house team has truly excelled, delivering exceptional and awe-inspiring performance.

THE ALCHEMY OF FOOD | JUNE 2024 | THE ALCHEMY OF FOOD 2

### **REGIONAL ROUND UP**

### WHAT HAVE WE BEEN UP TO?

## Mbali Sikhakhane's commitment shines

Mbali Sikhakhane, part of Lenmed eThekwini, demonstrated remarkable perseverance by completing the Prof Cook training programme during her pregnancy. She returned promptly after giving birth, missing only one session. Her dedication earned her an honorary award; a testament to her hard work and the support from Shaakira Essop and the Learning and Development Department.





and our valued client, Vegan Naiker.

### Prince Mshiyeni Hospital hosts men's conference

Prince Mshiyeni Memorial Hospital collaborated on an off-site men's conference for a municipal ward partner, hosting 400 attendees. Kudos to project manager Zanele Mthembu and client Mrs Ntombi Nyembe for their support.



WHAT HAVE WE BEEN UP TO?

# INTRODUCING THE PANTRY BY TSAFRIKA

TsAfrika proudly presents The Pantry, a deli range celebrating traditional culinary artisanry. Our regional chefs have curated a collection of pickles, pestos, and preserves. Each product is meticulously branded and packaged, available at select retail locations. Stay tuned for more culinary treasures from The Pantry.







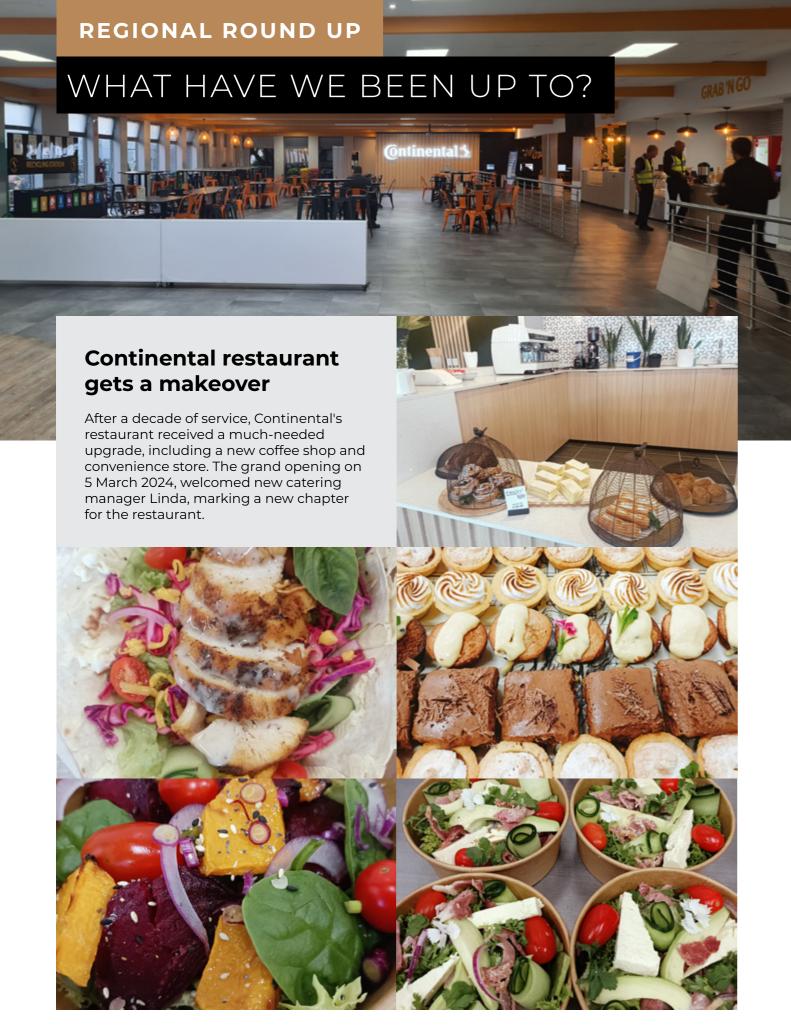






## **Capfin Cape Town launches new canteen**

On 1 June, Capfin Cape Town unveiled its revitalised dining space, offering diverse and exciting menu options. The launch exceeded expectations, thanks to the fantastic teamwork of TsAfrika employees.





The 'Be Real' campaign, led by Chrize Prinsloo, encourages staff to maintain professional appearances. Hospitals are randomly selected to participate, with the most consistent unit receiving a fast-food lunch as a reward. Clinix Tshepo Themba was April's winner.



### Clinix Fedics Transforms Hospital Dining with Sophisticated Black Plates

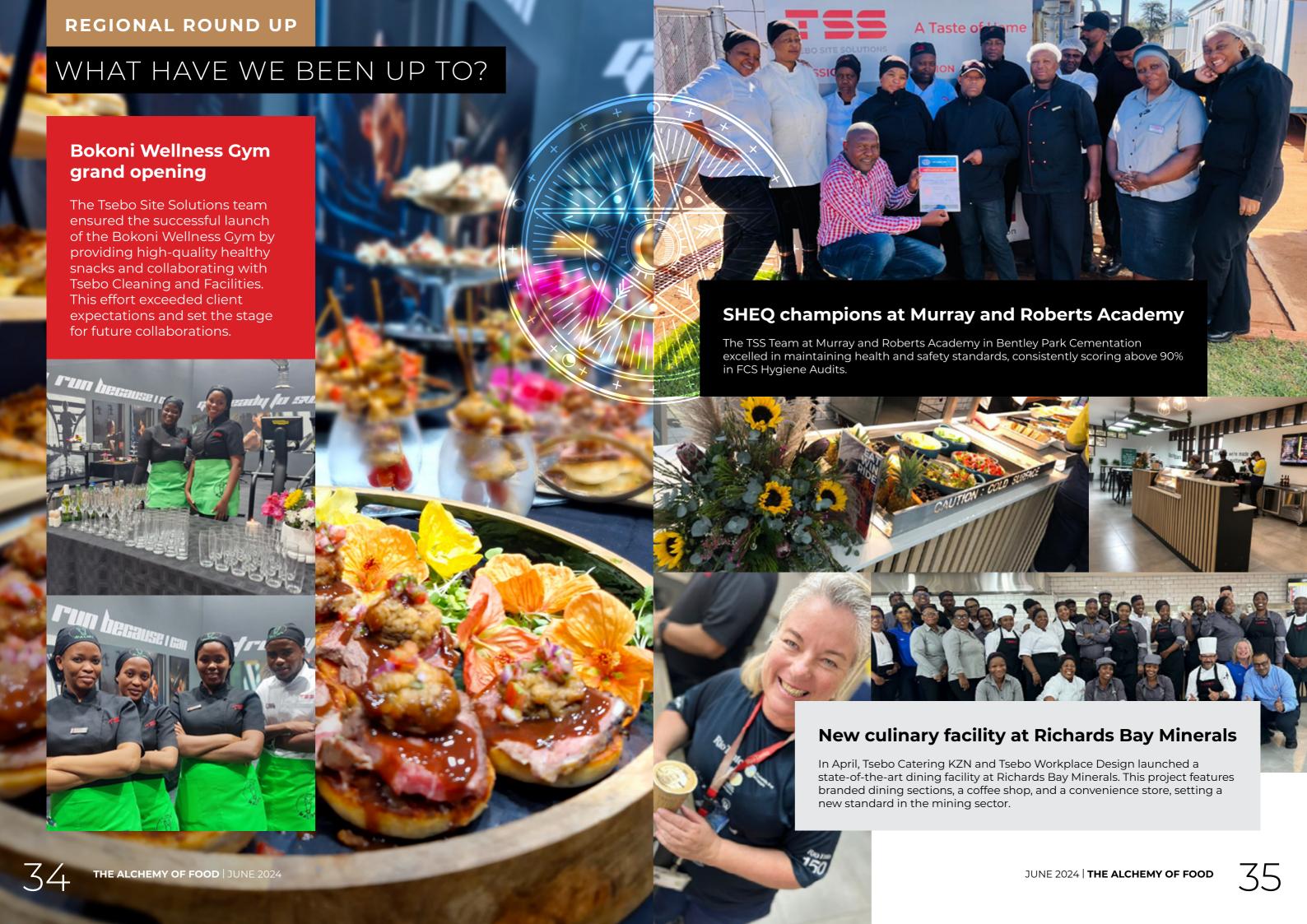
Clinix Fedics team is revolutionising the healthcare space with the introduction of black plates in hospitals. This innovative approach aims to enhance the patient experience, offering a unique touch to their meals. Experience the elegance and sophistication of dining with our black plates, as we bring a touch of class to healthcare. Join us on this exciting journey as we redefine hospital meals, one plate at a time.

### Front of House Handbook goes digital

Chrize Prinsloo, National Front of House Manager, has made the Front of House Handbook accessible online for all healthcare staff. This initiative aims to enhance training with assessments and certificates, ensuring our staff excels in service.



The Alchemy of Food | June 2024 | The Alchemy of Food | 3



### THE LAST WORD

At Tsebo Solutions Group, we pride ourselves on delivering exceptional service through our renowned catering brands: Fedics, TsAfrika, Tsebo Site Solutions, and Tsebo Beverages.

We are committed to meeting all your catering needs with the highest standards of quality and care. For more information or to discuss your catering requirements, please don't hesitate to contact us.

Sales Queries: +27 87 820 4146

www.tsebo.com



**TEDICS** 



**TSEBO SITE SOLUTIONS** 





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