

TIGER BRANDS



Tiger Brands is proud to announce that Khayelitsha Cookies, one of its enterprise development projects, was awarded Best Employer of the Year at the Van Ryn's Black Business Quarterly Awards this year.

19 October 2012

The Black Business Quarterly (BBQ) Awards, held at Emperors Palace in Johannesburg on Friday 19 October 2012, celebrated South Africa's most prominent black businesses and black business leaders.

“The theme for this year's event aptly captures the essence of transformation in South Africa, namely ‘Creating a legacy and building a future’, which is consistent with the national plan of harnessing the development of entrepreneurs and black industrialists to facilitate economic growth and subsequently reduce poverty,” said Susan Shabangu, Minister of Mineral Resources at the event.

The Best Employer Award is one of three new categories that were introduced this year in line with the awards' theme. It was awarded to Khayelitsha Cookies for creating employment for women – who are also able to own a 30% stake in the company through a trust fund. The stake will grow to 50% when the company becomes profitable.

Khayelitsha Cookies approached Tiger Brands in 2010, requesting to be included in the company's enterprise development programme. After careful consideration, Tiger Brands entered into a partnership with them, with the vision of creating a company that produces the best cookies in Southern Africa, while at the same time radically changing the lives of the women involved in the company.

With its excellent hygiene and HACCP records, Khayelitsha Cookies now bakes rusks and biscotti for Tiger Brands' Purity baby range.

On average, each of the previously unemployed women who work at Khayelitsha Cookies supports a family of five, and the partnership with Tiger Brands has enabled the company to employ another 45 women, who will in turn be supporting an additional 100 to 150 people.

At the same time as the partnership with Khayelitsha Cookies produces new products for the Tiger Brands' Purity range, it benefits the individuals working at the company and the broader community as well.

“We are delighted that this wonderful business has achieved recognition for its success and the way in which it treats the people who work there,” says Amanda Ewen, category executive in charge of baby care at Tiger Brands. “We're proud to be a part of Khayelitsha Cookies, creating employment and making a difference, one bite at a time.”