



Things got saucy on Saturday 9 November as two South African records were set for All Gold

Boerewors and All Gold Tomato Sauce on their own are two of South Africa's culinary icons, and when combined together they just so happen to be a match made in taste-bud heaven – a sensational taste delight. On the 9th of November, South Africans turned their passion for braais into a SA-beating event that set two new SA-records.

The two icons merged for a staggering gastronomic achievement, as All Gold set a new record for the longest boerewors ever braaied to the astounding length of 1.3km, as well as the most number of people saucing a Boerewors roll in 3 minutes.

Held at Fourways Crossing Shopping Centre in Johannesburg, utilising a custom-built braai comprised of 54 barrel braai bases standing 32 metres in length and 1.2m wide; 6 braai masters and 30 trained apprentices skilfully managed the custom-made braai to ensure that the boerewors was cooked to perfection, without it breaking.

Weighing in at just over a ton (1000kg) before cooking, and over 1.3km in length, All Gold was able to share the delight and feed hundreds of hungry mouths with the tasty and well-cooked 1.3km of goodness. "This was certainly no easy feat," remarked Lindiwe Mbhele, Senior Brand Manager of All Gold. "Natural Boerewors casings are only about 7ft in length. We utilised natural casing which was bonded together at 7ft intervals using a natural food enzyme, and have catered for shrinkage ensuring this tasty record was set."

All Gold was certainly on a roll when it devised this delicious idea, and just under 500 people alongside some of South Africa's top celebrities such as HHP; Gareth Cliff; Pierre Spies; Unathi Msengana; Nambitha Mpumlwana spotted at the event agreed; as they helped the brand set a new record for the most number of people saucing a boerewors roll in 3 minutes. Once the boerewors was cooked, it was cut into pieces, put into rolls, and handed to the guests, MC Azania Mosaka led a countdown in the condiments area which was stocked with litres of delicious sauces. Yet the hungry record-busters weren't limited to tomato sauce. All Gold offers a wide range of other flavours too,

which posed as a time-ticking predicament as some people took their time pondering over their choices which included a choice of Hot and Spicy Tomato Sauce, Mustard, Barbeque Sauce, 1000 Islands, Peri-Peri, Sweet Chilli, or taste-bud tingling Garlic & Herb, Mild Chilli or Very Chilli hot sauces and so many more. Braaing the kilometer of wors was a picnic compared to deciding what sauce to dress it with!

“As a brand we have been supplying South Africans with their favourite tomato sauce since 1908. All Gold’s century of experience has never included an event like this before, and we cannot thank the public enough for joining us, and proving that it’s all about the sauce! We are also thrilled that we could share the delight with 50 children from the Johannesburg Children’s Home, and hope it was a fun-filled memorable day for them,” commented Mbhele.

The SA Book of Records was the official adjudicator on the day, and made sure that the marathon piece of meat and the saucy antics of All Gold and its supporters were officially recorded and confirmed.