



Tiger Brands



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ENTERPRISE FOODS REACTION TO UNIVERSITY OF STELLENBOSCH RESEARCH FINDINGS ON MEAT PRODUCTS

At Enterprise Foods; a division of Tiger Consumer Brands Limited; we pride ourselves on the quality of our wide range of brands available within the Enterprise Foods stable; including Enterprise, Renown, Like-It-Lean, Top One, Bokkie and Mielie-kip.

Enterprise Foods would like to reassure our consumers that all Enterprise Foods products, including polony, viennas, bacon, sausages, cold meats and deli meats *only* contain the ingredients as stated on the packaging.

The satisfaction of our consumers is our business and we endeavor to provide branded, differentiated products that are safe and of the highest quality standards. "Enterprise Foods is able to guarantee full traceability direct from the farm to the supermarket shelf. It essential for consumers to know that they are buying cold meat products from a source they can trust. All Enterprise Foods products contain only the best ingredients - this means that when you see the Enterprise quality seal, you can be confident that only the best ingredients are good enough for Enterprise." Andrew Cocks, Managing Executive of Enterprise Foods.

Enterprise Foods is fully committed to the production of products that comply with food safety and legislative requirements. "Quality forms the basis of everything we do" says Cocks. "Enterprise has been making trusted quality meat products consistently, for nearly a century, using the highest standards in manufacturing and careful selection of ingredients".

Enterprise Foods has been HACCP Certified since 2003 and has upheld this globally recognised standard to date without interruption. In fulfilling this commitment, the HACCP system, certified by SABS, is maintained and continuously improved as a part of the Enterprise Foods' food safety programme. Both production facilities, Polokwane and Germiston, comply with this high standard, including all processes from the receiving of raw materials, and packaging materials, to the dispatch of the final products, as laid out in the SANS 10330: 2007 standard and other related regulations alongside the guidelines. Regular verification and review of the Quality and Food Safety system is conducted to ensure adequacy, suitability and efficacy of the programme. When raw materials are sourced externally, Enterprise Foods has a supplier quality assurance program to evaluate the level and compliance/competence of existing and prospective suppliers and to ensure that these materials meet Enterprise Foods stringent quality requirements and specifications. Enterprise Foods also fully supports industry initiatives by the Department of Health and the Consumer Protection Act to ensure that our products are clearly labeled as per the labeling regulations of South Africa. In addition, Enterprise is the only branded manufacturer within cold meats category that includes the Guideline Daily Amounts(GDAs) – making it easier for consumers to make informed choices and understand the nutritional content of their food choices.

At Enterprise Foods, we will not tolerate any compromise in the quality of the products that we produce. We understand that you may have questions relating to our products and encourage you to call our consumer care line on 0860 11 66 11, and talk to our team who are on stand-by to answer any questions that you may have.

Andrew Cocks
Managing Executive
Enterprise Foods
A division of Tiger Consumer Brands Ltd.

TIGER CONSUMER BRANDS LIMITED Registration No. 1972/006590/06

Directors: PB Matlare (Chairman), N G Brimacombe, O Ighodaro (Nigerian); I W M Isdale, N Segoale, P M Roux, C F H Vaux

Company Secretary: I W M Isdale