

# Tiger Brands



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PO Box 78056, Sandton 2146, Republic of South Africa

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## Press Statement

### Celebrating the spirit of youth through food this Youth Day

Tiger Brands is proud to partner with the Nelson Mandela Foundation as the principal sponsor partner of the first [The Great South African Cookbook](#) – a celebration of the food we love from 67 of our finest cooks, chefs, bakers, farmers, foragers and local food heroes. “We immediately resonated with the initiative because of its strategic fit to our primary citizenship pillar – which is food and nutrition security,” says Bridgitte Backman, Group Executive for Corporate Affairs and Sustainability.

[Tiger Brands](#) believes in nurturing young talent through diverse programmes, spanning Marketing, Human Resources and CSI, and wanted to include a youth element in this book. “As no initiative in honour of Madiba would be complete without incorporating his love for the youth, [Tiger Brands](#) partnered with The Department of Higher Education and Training to scout TVET (Technical Vocational Education and Training) hospitality schools across the country to find student chefs that are true ambassadors of their province,” says Backman. “We wanted to find one student chef in each province that exemplified the spirit of youth through their passion for cooking, but we ended up with ten instead of the original nine!” she says.

In addition to being featured in this extraordinary book, the 10 provincial winners will participate in the cookout competition where an overall winner will be decided. The Cookout will be held in the morning of June 16 at the Constitutional Hill, followed by a gala dinner in the evening, themed ‘celebrating the spirit of the youth’. “We felt the Youth Day, which this year commemorates the 40th anniversary of the Soweto Uprising, was a significant way to honour these young chefs.”

“We’ve selected Constitution Hill as the befitting backdrop for this prestigious event that celebrates the youth struggle heroes of the past along with the youth culinary heroes of the future. We are excited about remembering this historic day in a unique way – through the celebration of food and cooking, which cuts cultural barriers to inspire locally and unite nationally.”

Each of the 10 finalists will get a year of tuition fees and books paid for, prize money, six months worth of products for their school kitchen as well as an internship with SAA Air chefs. The overall winner of the Tiger Brands Great South African Student Chef Cookout will win prize money as well as a one-year internship with the Tiger Brands’ Executive Chef. She/he will be taught recipe development, will work on projects involving product development and attend a variety of one day cooking courses held by the South African Chefs Association.

**TIGER BRANDS LIMITED** Registration No. 1944/017881/06

**Directors**

**Non Executive:** A C Parker (Chairman), B L Sibiyi (Deputy Chairman), M O Ajukwu, S L Botha, M J Bowman, M P Nyama, M Makanjee, K D K Mokhele, R D Nisbet, Y G H Suleman

**Executive:** L C Mac Dougall (**Chief Executive Officer**); O Ighodaro (Chief Financial Officer), N P Doyle; C F H Vaux

Company Secretary: T Naidoo

As a leading food manufacturer in South Africa, we acknowledge the responsibility and role we can play in food and nutrition security. It is for this reason that [Tiger Brands](#) is [The Nelson Mandela Foundation's](#) anchor partner for issues pertaining to food and nutrition security. [Tiger Brands](#) became the principal sponsor partner of [The Great South African Cookbook](#) as this is one of the initiatives that promotes awareness around food and nutrition security in South Africa. All proceeds from the sales of the book will be given to [The Nelson Mandela Foundation](#) to develop and support community food and agricultural projects to aid in the upliftment of the impoverished through food sustainability and empowerment. [The Nelson Mandela Foundation](#) has partnered with Food & Trees for Africa, an organisation which advances and promotes climate change action, sustainable natural resource management, permaculture food security and organic farming. The book will be published in July to coincide with Mandela Day.

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**Notes to Editor**

*Tiger Brands is a leading African manufacturer of branded food, home and personal care products. In South Africa, it has leading market shares across a broad range of categories and, over the years, has grown through acquisitions and by developing its brands. In addition to its core South African business, the group also has operations in West, East and Central Africa and has built a sizeable exports business for its products throughout Africa. Tiger Brands prides itself on being a world-class manufacturer and marketer. The continuous renovation and innovation of its brands and the successful extension of these brands into adjacent categories and new markets underpin its success. The group's brand strategy is supported by extensive investment in marketing, as well as consumer and shopper research, which is used to obtain comprehensive consumer insights into the relevant categories and markets in which Tiger Brands operates. The key divisions, holding leading brands, are*

- *Grains – milling, baking, breakfast, rice and pasta*
- *Consumer – groceries, home, personal and baby care, perishables, snacks, treats and beverages*
- *International – Chile, Cameroon, Nigeria, Ethiopia, Kenya, Zimbabwe*
- *Exports - Langeberg & Ashton Foods and Davita Trading In addition to operations under its control, Tiger Brands holds meaningful minority shareholding interest in several associate companies:*
- *JSE-listed fishing company Oceana Group Limited (42,1%)*
- *Chile-based FMCG company Empresas Carozzi (24,4%)*
- *Nigeria-based FMCG company UAC Foods Limited (49,0%)*
- *Zimbabwe-listed FMCG company National Foods Holdings Limited (37,4%). Tiger Brands employees approximately 20591 employees across Africa. This does not include seasonal and casual*