



**CROWN
CHRONICLES**

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New2 Buzz

BIG Story

Six Gun Grill®

PARTNERS WITH SWD CRICKET

Six Gun Grill®, Crown National Food Group's flagship brand, has been unveiled as the new anchor, and title sponsor of South Western Districts Cricket. The announcement was made on Tuesday ahead of the draw for the Cricket South Africa T20 Knock-out competition that will kick off on 24 September. All fifteen professional teams – from both the Division 1 and 2 ranks, plus the SA U/19's will compete in the first domestic competition of the summer.

Crown National Food Group MD, John Morris, made the announcement of the 3-year deal.

"I am proud to announce this partnership that already shares so much in common, both upholding a commitment to excellence, honesty and integrity that will serve the game of cricket in our region and across our country", he said.

The Chief Executive Officer of South Western Districts Cricket, Albertus Kennedy, expressed his delight with this announcement. "Six Gun Grill® is an iconic brand in its own right and I would like to thank the Six Gun Grill® team for its faith in our brand during these tough times we live in. I look forward to this new and exciting era". The sponsorship will incorporate the title name of the professional, women's and academy teams, as well as SWD provincial school's teams and the SWD Local Club competition.

"We want to welcome the Crown Food Group and its Six Gun Grill® brand to the South Western Districts Cricket family", said SWD Cricket President, Mr Rudy Claassen. "Having a title sponsor such as Six Gun Grill® is a huge privilege and is the perfect boost for our team and our aspirations for higher honours. We thank Six Gun Grill® for backing our franchise and we look forward to a long and successful relationship."



Caption: Albertus Kennedy (centre), the CEO of SWD Cricket with Hein Meissenheimer, National Key Accounts Manager of the Crown Food Group and Peter Nordejee, the Marketing and eCommerce Executive of the Crown Food Group.

Happy Women's Day

TO ALL THE CFG LADIES

*Without you the world is incomplete,
Without you the heart feels empty,
Let the world blossom with your smile,
The way you have always done!*

Happy Women's Day



#spicegirls

TAKE TO THE STREETS ON WOMEN'S DAY



Guess who spiced up a Women's Day Run? Thanks to Six Gun Grill®, the Catch Me if You Can Sandton running ladies donned their #SpiceGirls T-shirts and took to the streets to celebrate the power of women, across the country, in a Virtual 21km, 10km and 5km run. As Every Meal's Best Friend, Six Gun will continue to keep things spicy, not just for women, but for men as well.



Saucy Story

FROM MEISTERCLUB



The Meisterclub marinade range was originally developed as a dry Batch Pak application during the 1980's. At that time, it consisted of Spare Rib, Sossatie, Mixed Herb, BBQ, Chicken and a lamb marinade. These dry marinades required the addition of a range of other ingredients such as water, vinegar, chutney, tomato sauce, Worcester sauce and in some cases wine. These wet ingredients would need to be weighed out, blended together with the dry batch pak and then the marinade would have to be left for a few hours for the flavour and viscosity to develop before being used. As the popularity of the marinades grew, the market started to change and the demand for a ready-to-use sauce arose. This request came from many of the supermarkets' in-house butcheries as they had to purchase the ingredients from the store and they also had very little space or personnel to weigh out the

ingredients and manufacture the sauce. For example, if one had purchased a Sparerib marinade batch pak you would have had to purchase and weigh out the following ingredients, tomato sauce, vinegar, apricot jam, vegetable oil, chutney, soya sauce and tabasco sauce.

This was the beginning of the Meisterclub range of liquid marinades, which initially comprised a range of six marinades. These included MC Spare Rib, MC BBQ, MC Egte Sossatie, MC Sweet and Sour, MC Basting and MC Peri Peri Oil. Two sauces were added to the range. They were MC Garlic and Tomato and MC Garlic.

As the demand further increased, marinades were then added and included MC Mexican Chilli, MC Monkeygland, MC Mustard, MC Lemon and Herb, MC Portuguese Peri Peri and MC Pepper. The MC Peri Peri Oil was dropped from the range, as it did not suit the market or the application. The Meisterclub marinades were launched in 1993 in 500ml and 5 L bottles. Later these would change to 4 L and 375 ml retail bottle.

The success of Meisterclub marinades in the supermarkets and butchery trade was underpinned by its quality, identifiable flavours, viscosity and the added key ingredient vegetable oil. At the same time, the marinades were shelf stable and offered the benefit of being a meat tenderiser as well as imparting flavour during marination.

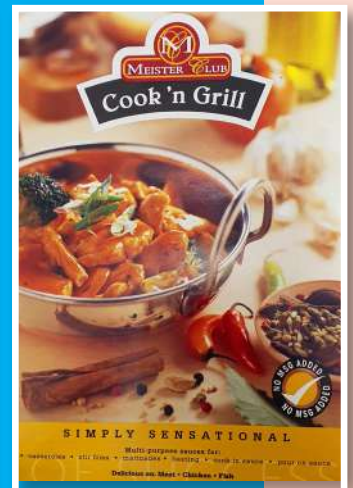
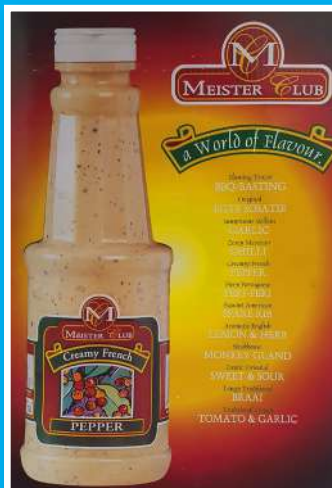
The technology behind the Meisterclub marinades was the low pH and salt content. As the meat lay in the marinade, the salt would draw the moisture from the meat and this action would allow the vegetable oil to penetrate into the meat and therefore infuse flavour into the meat and not just on the surface. This action also aided in the meat becoming more tender. During 2000, the Meisterclub marinades range expanded with new flavours, like MC Lime and Cilantro, MC Prego and MC Sweet Chilli.

With the change in the market, another new innovation to the Meisterclub addition was the launch of the MC Cook 'n Grill sauce, a multi-purpose sauce that can be used for stir fries, poured on as a sauce and for a cook in sauce.

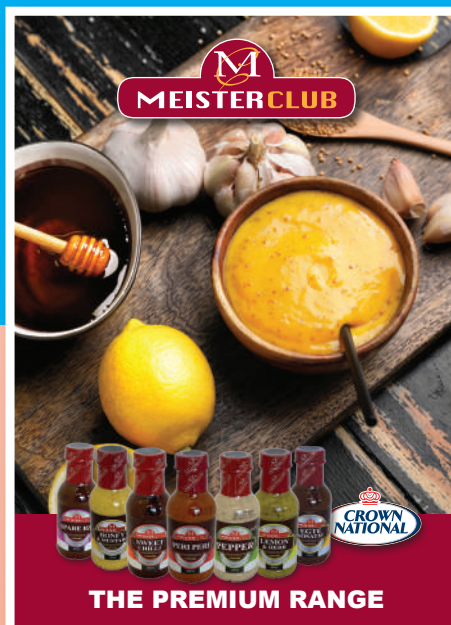
MEISTERCLUB – THE PREMIUM RANGE



WHERE IT STARTED



HOW IT'S GOING





VERY GOOD EXAMPLE OF "We're here to help"

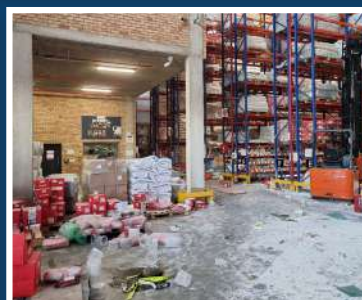
On Monday, 12 July around 21:00 we were informed that looters had gained access to our branch. On our tracking system we could also see that our trucks were moving with possible looted goods. As a result of the unrest, we were only able to get to our branch briefly on Thursday, but we could only assess the damage on Friday morning. The damage to our branch was substantial and we were left with little infrastructure to work with. Even the office chairs, fridges and cupboards were cleaned out and windows and doors were smashed. Our Factory Mart in Springfield Park also did not escape the unrest with the shop invaded and trashed.

In this dark cloud there were some small victories. The bulk of our stock was not affected. We could get our Wi-Fi and server working, one printer was spared, we could get our 2 main bendi's up and running, we had one working scanner and we could use the sales teams' laptops to get some sort of operation going. We even managed to arrange a few makeshift chairs and the boiler provided some much-needed coffee. The KZN spirit of always making a plan kicked into overdrive and on Saturday and Sunday a team from the warehouse and sales jumped in, to start the big clean up.

By Sunday, our branch had some sort of respectability and the verification of our stock had to be done to start trading on Monday. Our ops team, led by Johan Dreyer, borrowed trucks from our big brother in Gauteng and arranged an additional forklift to load the trucks. Our sales team kept our customers informed and pushed hard to make up for the lost sales. For our Factory Mart clients, we arranged a temporary Factory Mart in our foyer of our main branch.

Although trading resumed, Johan Dreyer and his ops team had more challenges they had to overcome. With assistance from Dave Nunn and Martin van Staden we could soon get the IT systems back on track. We had to start rebuilding our branch by first securing the site and starting the verification and replacement process. This process will take some time to complete but our team is looking forward to our new branch back to its former glory!

I would just like to thank all our colleagues for the support we received during this unfortunate time. We specifically want to thank Mr. Morris, Johan de Beer, Dawid Muller, and Jannie Lewis for their support during this time. Finally, I would like to thank the whole KZN Team for showing that we can overcome any challenge if we work together as a team. *Jacques Visagie – KZN General Manager*



TOOLBOX TALK FROM THE OHS *Corner*

SAFETY BEGINS WITH COMPLIANCE

Workplace inspections are an essential need of any safety programme and management system. These inspections should be carried out before, during and at the end of each work task. Workplace inspections effectively identify any dangers in a work area. The templates of these inspections can be accessed in SharePoint in this link:

<http://sqlrwsjhb105/CRN/CrownOccupationalHealthSafety/Checklists/Forms/AllItems.aspx>

Some of the common items you should look for during a workplace inspection include: fire hazards, sprinkler systems, faulty equipment, broken tools, housekeeping issues, missing equipment guards, unsafe stacking, sharp objects, etc.

It is important to take the time to thoroughly check your work area for hazards and take the steps to mitigate them. Eliminate as many hazards as you can before relying on a less efficient control to protect yourself such as PPE.

Line managers or supervisors are needed to emphasise the importance of pre-checklist and post checklist inspections during their green area meetings with the staff.

Safety begins with you!

TOPIC: WORKPLACE INSPECTIONS

AUTHOR: ZANELE DUBE





Puzzle Challenge

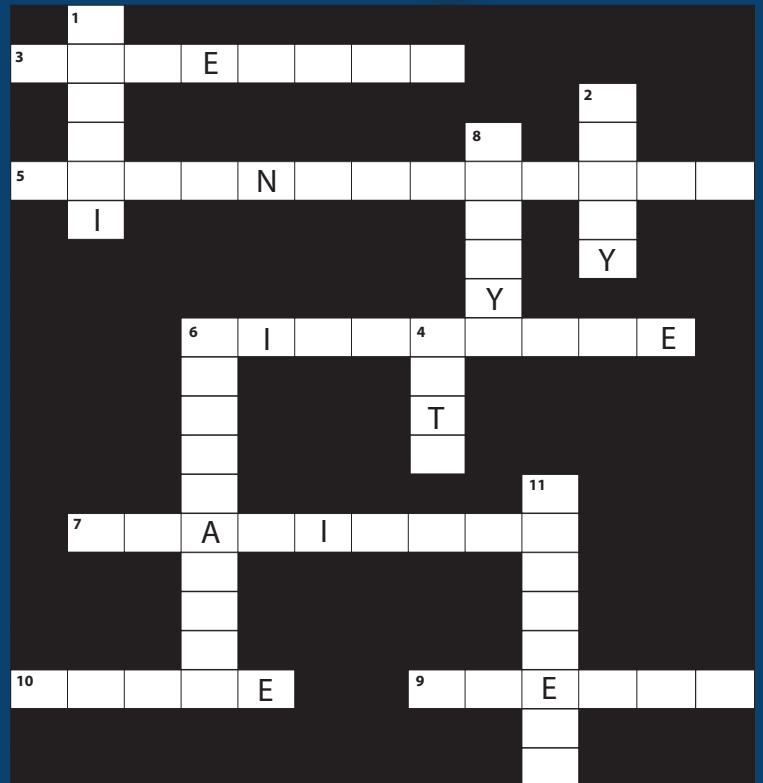
ARE YOU READY FOR SOME WORD CRUNCHING?

ACROSS

- 3 Is South Africa's largest, most innovative ecommerce retailer where some of our products are sold.
- 5 Has a proud heritage that dates back to 1912
- 6 Is Crown's Food assurance
- 7 Crown stabilizer solution
- 10 Who is the Captain of Vodacom Bulls
- 9 How many Factory Marts do we have nationally

DOWN

- 1 More than just biltong!
- 8 The original most versatile steak sauce
- 2 Name the GM of Zambia
- 6 Our values help us continue to excel
- 4 Reliable Butchery Equipment since 1952
- 11 South African professional rugby union team based in Cape Town in the Western Cape



WHAT'S COOKING WITH CHEF PIETER KRUGER

Malva Pudding

INGREDIENTS

- 1.25kg SO GOOD BAKED PUDDING MIX - CODE: 040307
- 150 ml Oil
- 500 ml Water
- For the sauce
- 250ml Milk
- 250g Margarine
- 250g White sugar (1 1/4 Cup)
- 250ml Cream

METHOD

Make up the pudding recipe:

1. Place SO GOOD BAKED PUDDING MIX, oil and water in a mixing bowl.
2. Mix until all ingredients are well combined and no lumps remain.
3. Pour into a baking dish.
4. Bake at 160° C for 35 - 45 minutes or until baked through and browned.

Make up the sauce recipe:

1. Bring the cream, milk, margarine and white sugar to a simmer, stirring until all the sugar has dissolved.
2. Pour hot sauce over the hot pudding and allow it to soak into the sponge.
3. Best served warm.

CUSTARD for topping

INGREDIENTS

- 500 g SO GOOD CUSTARD POWDER - CODE: 3693717
- 1 Litre Water
- 1 Litre Milk

METHOD

1. Whisk the SO GOOD CUSTARD POWDER, water and milk together for 2 minutes until smooth.
2. Rest for 5 minutes before using.



For all new story submissions, get in contact with Eric at eric.ngidi@crownfood.co.za

Please follow us on the below platform if you are not already doing so to see all the activities that happen in the business

Facebook: [@sixgungrill](https://www.facebook.com/sixgungrill) and [@crownnational](https://www.facebook.com/crownnational)

With thanks from the editor who goes the extra (S)MILE – Eric Ngidi