



CROWN CHRONICLES

ABOVE & BEYOND | ISSUE 25 | FEB 2023

New2 Buzz

WE'RE HERE *for You*
IN 2023!

The new year brings with it new beginnings, new energies and new opportunities. As we journey 2023 together, keep striving, keep thriving and let's enjoy all the amazing wonders the year holds for us. After all, we're always here to help!

BIG Story *Mogamat Jaftha's* **LEGENDARY 43 YEAR INNINGS OF GREAT SERVICE**



Dear Colleagues

Today I stand here with mixed emotions as it is my last day with the company. 43 Years has elapsed, full of memories, events, emotions and accomplishments. I was very fortunate to have been part of this company and to have met people like you along the way. It has been a pleasure working with all of you as we navigated both the good and the more challenging times.

Although I am very excited at the prospect of enjoying my retirement, I will miss you all dearly.

I extend my best wishes to each and every one of you and to the company. May the Group continue to reach all success life holds for it.

It may be time to say goodbye, but goodbyes are sad. So I'd rather say hello... to a brand new adventure

Mr Mogamat Jaftha

From all of us at Crown, we thank you for your service and wish you all the blessings this wonderful life has to offer.

BIDDING FAREWELL TO *Monica*

IS SUCH SWEET SORROW THANK YOU FOR 39 YEARS OF EXCELLENT SERVICE



At the tender age of 23 I began working at Crown Mills. It was 10 July 1983. I started as a picker and loading orders for the reps. I was also responsible for collecting the orders for customers. Back then, everything was performed manually. That is how I memorised all the stock codes till this day. My CEO was Charles Singer and what a privilege to see a master at work.

Then we changed from Crown Mills to Crown National. I had to experience the sad day when Charles retired in 2012.

I was a telesales consultant at Crown National for 36 years and watched John Morris climb the

ranks. I was so glad to see him take charge and make Crown National the success it is today. The only testimony I can gladly give to all the young guys just starting out at Crown National today is, know your product, know your customer, and remember, "we are always here to help". It was a blessing to work for such a great company and will keep the memories close at heart. Thank you for the memorable 39 years.

Kind regards

Monica Isaacs aka Monna Banks

Ronel Fisher

TAKES A FINAL BOW AFTER 25 YEARS OF SERVICE

I started working at Columbit Blackheath in 1997. A few months later, Columbit and Crown became one - the Crown National of today.

I started as Senior Microbiologist and thereafter worked as a Lab Technologist. I moved on as QC Team Leader and will finally round off my journey as Microbiologist.

It is with a warm heart I can say that I have learned from many and had the privilege of working under Charles Singer and John Morris. The memories of old and new friends who have grown to become like family will remain in my heart and thoughts always.

I am grateful for the learning experience and knowledge I have gained during these 25 years at Crown Food Group. It's something no one can take that away from me. I will forever treasure it.

I wish you all the best and may you never forget to let the flag of our Company fly high.

Thank you Crown for 25 memorable years.



CFG DURBAN ADDING SOME

Festive Cheer **AT LIV VILLAGE**

The CFG Durban EE Committee, together with the assistance of the entire team, planned and held an event we called "LIV Village Fun Day".

A day which was absolute fun with lots to do and loads to eat: yummy food, snacks, sweets, ice-cream, sports, bubbles, face painting and jumping castles... because a Fun Day is not complete without a jumping castle.

We also gifted all at LIV Village with Crown National hampers that were bursting with CFG products, sweet packs and sports equipment.

We especially chose LIV Village because of the nature of the organisation and was personally visited by Jacques Visagie to assess their needs. The organisation places orphaned and vulnerable children into a family environment. Each unit has a trained foster mother to love and nurture these kids. LIV Village also provides schooling to educate the children and equip them with the tools for a better future. There are approximately 183 children and 36 house mothers, as well as volunteers at the village.

We would like to extend a massive thanks to the CFG Durban Team and our external sponsors for all your contributions towards our EE initiatives throughout the year; and for helping us to bring joy to the LIV Village community during the holidays. We truly appreciate it.





ONE DAY.

A Million Memories.

KIDS XMAS PARTY AT DHL STADIUM

This is one of those experiences that will forever remain in the hearts and minds of many of us. It was an event that was truly special, warming, rewarding and humbling. We were honoured to invite 100 kids from various homes and charitable organisations to join us at DHL Stadium for a Christmas Party prior to the DHL Stormers vs Vodacom Bulls match on 23 December 2022.

The kids were gifted with food, drink and presents from a number of our partners and co-sponsors including Jimmy's Sauces, Twizza, Dairy Maid Ice Cream, Fair Cape Dairies, DHL Africa, Gordons Sweets, J&M Famous Biltong, BLK South Africa, Circa Hospitality & Events, WP Rugby, MedKorp, Strategic Group and Vodacom.

Thanks to an overwhelming outpour of support, collaboration and festive cheer from the incredible companies involved, this day transformed many a child's dream into a reality. The gleaming smiles, excitement and pure delight on their faces had many of us shedding tears; and we cannot wait to do it all again and spoil another 100 kids at the end of 2023.

This is what festive seasons are made of.



KIDS XMAS PARTY AT DHL STADIUM



**THE FUTURE OF CFG IS
SAFE, SECURE AND**

Sizzling Hot

EXCO Leadership Management International, Inc. – LMI Graduation 2022

LMI held a graduation ceremony for Crown Food Group Executives. We can proudly assure you that our future is in truly good hands.



CFG WESTERN CAPE

Awards Function 2022

MERIT AWARDS

Supply chain – Commercial Award: Haydn de Mornay (Warehouse Manager CFG)

Haydn (or Mr H as his subordinates would call him) is a silent giant as far as his personality is concerned. He is a dedicated employee who takes ownership of his role as warehouse manager. Haydn is a positive and approachable leader who is well respected by all his colleagues. He guides without dominating his team members which empowers them to achieve productive working relationships. Haydn is still old school when it comes to applying elbow grease to get stuck in and physically assist his team with picking or any other task where assistance is needed. He's also an invaluable, dependable support to the operations manager. A task delegated to Haydn is a task well done as he always finds a way to get the job done.

His motto is – when the going gets tuff, the tuff gets going!
Having Haydn on our team makes a huge difference.

Rohan Du Toit – General Manager Cape Town



Supply chain – Commercial Award: Ismail Avon (Miley) – (Assistant Warehouse Manager CFG)

Miley is a true phenomenon. He is the MacGyver and Chuck Norris of the Cape Town branch! He oversees dispatch and is very competent at his job as assistant warehouse manager. Every morning you hear him greet his colleagues with a "Goed and Self?" – always friendly and ready with a joke. He has the ability to show his staff they are appreciated. Miley demonstrates a willingness to take on a wide variety of tasks - he has saved the company thousands of rands because there is almost nothing that Miley can't fix – from generators to toilets and doors to minor engine niggles. The standard fix to a broken item at the branch is "ask Miley to look at it". You never hear Miley complain – he is a dedicated, respectful, and organised leader who gets the job done while also perpetually trying to save expenses.

He is honestly a dedicated individual with the right skills and attitude to positively influence the work environment.

Rohan Du Toit – General Manager Cape Town

CFG WESTERN CAPE

Awards Function 2022

MERIT AWARDS

Excellence Award – Occupational Health and Safety – Kelli Provan (Compliance Officer)

Kelli was appointed as Compliance Officer in September 2021. This young lady is intelligent, analytical and possess the ability to communicate with diverse personalities. She serves the role as Compliance Officer with confidence and never backs down from ensuring that the company complies with regulatory requirements and avoids potential risk. As compliance officer, Kelli would scrutinise all the facts. She has a proactive approach with a honed alertness and vigilance to potential breaches in compliance. Kelli is one of those employees that would ask if there were anything she can assist with – always willing to lend a hand. Yes, she is the compliance officer, but she does so much more. Kelli is one of the most reliable employees I as manager, have ever had – her work ethic is out of this world. Kelli is a well-loved colleague who gets the job done with an ever-lingering smile on her face.

Appointing Kelli was one of the best decisions made (with the assistance of Reuben Govender off course).

Rohan Du Toit – General Manager Cape Town



BEST DRIVER AWARD – JACOB NTULI

What a gentleman! Not our words, our customers. They love Jacob! He is always neatly dressed, ensures his truck is clean and genuinely takes pride in representing Crown National. Cape Town traffic is a challenge, but several van assistants agree that Jacob is the most patient driver out on the road. He keeps his cool and does not lose his temper. At the Cape Town branch we all agree, if you need an urgent delivery done, you give it to Mr Reliable, Jacob Ntuli. If you need to send goods to a "difficult" customer, send Mr Patience, Jacob Ntuli. Jacob is a brand ambassador par excellence! He is not a good driver – he is a great driver!

Rohan Du Toit – General Manager Cape Town

Long Service Award

Fundile Yaphi
Joshwill Saayman
Sindisile Dlabantu
Byron Sisam

5 YEARS
And a high 5 goes to...



10 YEARS

He decided
to Hang Ten

Steve Mlatha



Long Service Award

15 YEARS

So great,
Taylor Swift
even wrote a
song about it -
Fifteen

Zara Smit



CAPE TOWN BRANCH

Fun Awards

Sharnay Summers

Queen of Stock Take Award



David de Klerk

Stock Take PREP Award



Ismail Avon

The All-rounder Award



Luckas Khasa
Beste Pastoor Award



Kelli Provan
Service with a Smile Award



Mornay Manuel
Kicking Covid's Butt
Award



Samantha Dorman
Duck – Calm on Surface
and Paddle like Hell
Underneath Award



Zara Smit
Stock Forecasting Crystal
Ball Award



Romeo Winnaar
Mr Joyful Award



Jacob Ntuli
Customer Favourite
Driver Award





Six Gun Grill®

Headline sponsor of Hot Summer of Touch 2022



It was incredible interacting with literally thousands of Six Gun fanatics up and down the coast over the past month. Have a great year ahead and we'll see you on the beaches again in 2023.



Six Gun Grill®

34th Trans Agulhas

Powerboat Race 2022

A lot of fun and excitement was had at the Six Gun Grill® 34th Trans Agulhas Race. The race started in Plett and went all the way down to Strand, finishing 31 December.



Great weather and even better racing ensured that thousands of spectators enjoyed all aspects of the day.

See you again next year for another spectacular event.



For all new story submissions, get in contact with Eric at eric.ngidi@crowndfood.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 and @crownnational
With thanks from the editor who goes the extra (S)MILE – Eric Ngidi