

# CROWN CHRONICLES

RE IMAGINED | ISSUE FOUR | DEC 2020

## New2 Buzz



## The New Title Sponsor



In a milestone, in both the Western Province and Cape Cobras Cricket history, our very own best-selling seasoning, Six Gun Grill, has been unveiled as the new Naming Rights Sponsor of Newlands Cricket Grounds as well as the title sponsor of the Cape Cobras franchise.





## JOHN MORRIS – MD's Message

# Crown ReImagined

As we wind down the clock on 2020 and reflect on what the world, our country, our company and each individual in it has had to brave, I marvel at the spirit of mankind. We've endured family or friends who have been lost or survived through these unprecedented challenges, yet the human spirit has prevailed.

Our THRIVE Wellbeing programme could not have been more aptly chosen as the theme that galvanised us through the first wave of COVID, through the lockdown, and as we speak, the start of the second wave.

We acknowledge that our colleagues in Bidcorp throughout the world have had a torrid time and we salute them for what they have experienced.

I am grateful to Bidcorp management for the opportunity, for their continued support during this time and allowing us to express ourselves in our vision and mission and especially their support in embarking on new and innovative strategies to achieve our objectives.

I would like to extend my thanks to you all for the efforts you have made to ensure that Crown National, Crown Ingredient Solutions and Griffith Crown, remain focussed on growing our market share.

Whether it be the Toks and Tjops show on Kyknet, activations in our target market channels, the sponsorship of the Griquas, the entrance into the wholesale channel, the success of our factory marts, the growth of the OKTO and Six Gun Grill brands, the sponsorship of the Stormers and now the Cobras, as well as the naming rights to Six Gun Grill Newlands, all have been achieved as a result of your hard work and commitment to achieving our goals.

Our new theme of Crown Re Imagined kicked off with a virtual conference which was a befitting way to ensure we fulfil our obligation in maintaining social distancing and safety, but moreover our approach to the new way of communicating in life and business.

We continue to uphold our ethos of "We're Here to Help" by supporting communities in need and charities with food parcels.

A big thank you must also go out to our valued customers from the small independent butchers throughout South Africa, Zambia, Botswana and other Sub Saharan African countries to the largest meat and dairy processors for their continued support and loyalty, without which we would not survive.

2020 in my mind can be likened to T20 cricket, limited overs (lockdown), hard hitting, tight bowling, great fielding and plenty of sixes (or Six Gun); yet scoring big runs through great partnerships and above all teamwork and spirit!

It will be remembered as the year of Six Gun, no doubt!

Crown Re Imagined opens new opportunities, new innovations and new growth, which we are grateful and thankful for.

May our country, our customers, our company and each and every one of you and your loved ones have a blessed Christmas and may 2021 be a prosperous, healthy and happy new year.



# *It's Dry*

## BUT IT CAN LEND A HAND WHERE NEEDED. HONESTY IN A TIME OF MASKED TRUTHS

Bryant McGill said that, "Giving is the master key to success, in all applications of human life." Which is why we are so proud that Crown National Food Group Dry Plant sponsored two soccer teams with Six Gun Grill T-shirts. Layla Jafta is intricately involved with the soccer teams, called Sharp United, comprising kids from the Steenvilla complex. The initiative was started 10 years ago with the aim of keeping the youth off the street. They currently practice 3 times a week and play games on weekends. Here's to many Laduuuuuuuummaas!



## CROWN FOOD GROUP WET PLANT: HONESTY IN A TIME OF MASKED TRUTHS



When our cleaner (Niyanisa) devastatingly misplaced her travelling money of R160, staff quickly came to the rescue with nearby departments searching high and low. Three hours later, when the blenders went on a tea break and heard about the missing money, Yanga Mepeni immediately announced that he had picked up money and was holding onto it until someone enquired about it. Niyanisa was ecstatic to have her much-needed traveling fare to work and home, returned.

**"Honesty is a very  
expensive gift.  
Don't expect it  
from cheap people"**

**-Warren Buffett**

**"In today's world where it's difficult to trust in human nature, it is definitely awesome to see there is still hope," says, Clyde Niekerk**

# Flatten Your Curve Challenge

## THE ORIGINATOR, PRETTY MTHEMBU.

An inspirational story, as told by Ronelle Naidoo

The "Flatten Your Curve" Challenge, initiated in Durban as "The Lockdown Fitness Challenge", was actually born out of a need to assist Pretty, Crown Durban's wheelchair-bound receptionist to lose weight for medical reasons.

Initially the Durban EE Committee thought of sponsoring her an electronic wheelchair with a bigger mass capacity, but soon realised that while this would be treating the symptom, it would not be helping the cause at hand. So, we invoked the assistance of a professional dietitian, paid for by Crown Durban's EE kitty, to assist Pretty with medical advice and an eating plan to suit her palate and budget.

Furthermore, to support Pretty, we decided to take up the challenge of losing weight with her. Mind you, after lock down many of us could benefit from shedding the additional adipose tissue... lol! So, we rallied together in a brilliant effort of comradeship for BEAUTY with PURPOSE as it were.

With this, The Crown EE Committee together with our ever-supportive Branch Manager, Jacques Visagie, takes this opportunity of wishing everyone a very happy and blessed holiday and healthy and prosperous 2021. Please do take all precautions necessary to remain healthy in this covid climate.



**Congratulations  
to our winner**

**RONELLE NAIDOO**

## LEARNING & DEVELOPMENT

# #Teamwork

### AT ITS BEST

**“None of us is as  
smart as all of us”  
Ken Blanchard**

Learning is endless. Every day, we gather new information from varied and diverse sources. Allowing yourself the opportunity to learn from others enables you to become a team member and to contribute towards self-growth, increased knowledge, increased skill sets and achieving projected goals and objectives.

The Sales Department in Johannesburg has proven that “TEAMWORK” is the key to it all. The Sales Department not only assists in placing our learners for work practical placement and exposure, but they go an extra mile to increase the learner knowledge and skills in the meat industry. This has been proven by Ryan Mavric when he spent two consecutive days with our learners demonstrating on how to make sausages.

Ryan and team brought so much excitement and enabled learners to understand the CROWN WAY of doing things by instilling the culture thereof. During these lessons, they proved that TEAMS empower collaboration, support, encouragement, motivation, drive, and inspiration #TEAMS@WORK. This has confirmed the company’s vision “WE ARE HERE TO HELP”. Thanks to Rossouw, Ryan and TEAM for making a difference, we acknowledge your efforts!





# Double The Fun

**FOR JUAN-JACQUES & GENEVE**

**Who doesn't love a good BUY  
ONE, GET ONE FREE special?**

*Juan-Jacques and his beautiful wife, Geneve, welcomed their twin boys into the world on 29 October 2020. Both boys are happy and healthy. They made their arrival only one minute apart 08:26 and 08:27. Jayden Buys weighed 2.5kg and Josh Buys weighed 2.6kg at birth.*

*Mom and dad will be having their hands full for the next few years!*

*Congratulations to Juan-Jacques and Geneve from all of us at Crown National!*





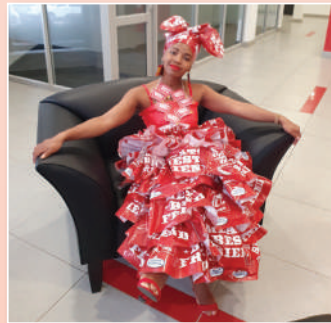


# Friday Dress-up

A BIG SHOUT-OUT TO ALL THOSE WHO MADE THE EFFORT TO DRESS UP AND STRUT THEIR SIX GUN STUFF. CONGRATULATIONS TO OUR WINNERS!

Six Gun Grill Friday Dress-up  
GRAND WINNER - Tarcey Vermeulen

RUNNER UP 1 - Zinhle Ntombela



RUNNER UP 2 - Chanel Wessels

"And many more..."







# HERE'S TO A *Braai-Ten* 2021

*As we put 2020 to bed, we wish all of you a happy and healthy new year. Enjoy resting up, spending time with friends and family; and revitalising your energy for an all-systems go 2021!*



## *Babies* Loading

LOADING 77%



*"A mother's joy begins when a new life is stirring inside, when a tiny heartbeat is heard for the first time, and a playful kick reminds her that is never alone"*

**At Crown National Cape Town we are excited to celebrate the life of not one but **THREE** babies arriving between December 2020 and March 2021.**

Left to right: Lauren Fortuin (due: 28/12/2020); Liesl Matthee (due: 06/02/2021); Edwina Nicholls-Jansen (due: 23/03/2021)