



RE IMAGINED | ISSUE FIVE | MARCH 2021

New2 Buzz

BIG Story Go Big or Go Home



Congrats to
**LA OMA
SLAGHUIS &
SPITBRAAI
PTY LTD**

who won a car
in our 2020 Braai
Day Campaign



2020 *A Year Worth Celebrating* for Riaan Smit

**"SUCCESS
IS NO ACCIDENT.
IT IS HARD WORK,
PERSEVERANCE,
SACRIFICE AND
A LOVE OF WHAT
YOU ARE DOING."**

PELE

10 years ago, at the age of 24, I joined Crown. Starting as a product demonstrator, I worked my way up to doing factory accounts, being responsible for natural casing purchases and sales, as well as overseeing three of our Factory Marts.

A decade later, I was proud to take home two awards in one of the world's toughest years: National Trophy Award for Sales to Red Meat Processors.

National Trophy Award for Crown 24/7 Ambassador (with the highest growth in online sales for the financial year)





CFG

Flatten Your Curve Challenge **REGIONAL WINNERS**



Maureen Lepile

From 83.6kg to 73.2kg
Lost 10.4kg
well done Maureen

CRAIG APRIL

Lost 13.2 kg



William Petersen

Lost 8.4 kg



Grind2Change

CHARITY OUTREACH

There is nothing more rewarding than receiving a letter of gratitude that makes you realise the power we each hold to positively impact the lives of others.

The purpose of this letter is to say thank you and to give feedback on what was achieved with our charity outreach project for 2020.

Your donation has helped us to provide much needed food, clothes and stationery.

We are making a difference and it would not be possible without your help.

This year has been tough on all. We are so blessed and thankful to have a sponsor like you.

In 2017 my wife and I decided to start the GRINDER MTB cycle event to raise funds for charity.

The issue was that we did not know if the money was used for the correct reasons.

So in 2019 we started GRIND2CHANGE. GRIND2CHANGE is a charity outreach project.

Our focus is old age homes and children's homes in small towns in the Western Cape.

Money raised from the events and from our sponsors go towards helping people in small towns that are sometimes forgotten by the rest of South Africa.

In 2019 we supported Vygieshof Old Age Home in Calitzdorp. We filled 60 boxes with necessities.

In 2020 we decided to support the Oasis Community Project in Van Wyksdorp. The project provides food to 29 children from the community. With the money raised and other donations from our awesome sponsors we could give each child a backpack filled with essentials. Toys and food were also given to the project.



We had food and money left and decided to help the old age home in Calitzdorp again. They received some much needed food.

As we continue to grow as a charity, partnerships with our sponsors are vital to the success of the charity outreach.

You are truly appreciated!
Conrad Bason
On behalf of
GRIND2CHANGE,
Thank you!"

Go with the Flow Charity Run

6 December saw the gals from Western Province Cricket host a charity run in aid of sanitary-for-girls/women campaign. And our Crown team was there to support. Thanks to Sinalo Jafta, South African & Western Province Woman's Cricketer, for organising this event.



A BIG SHOUT-OUT TO OUR

Cleaning Staff

"We are not a team because we work together. We are a team because we respect, trust and care for each other."

Vala Afshar



Sphehile Buthelezi

My hobbies are dancing, reading and listening to music. I like working at Crown because it's a nice place to work at and the staff members are so welcoming.



Thibule Mathole

My hobby is exercising. I like working at Crown because I love what I do.



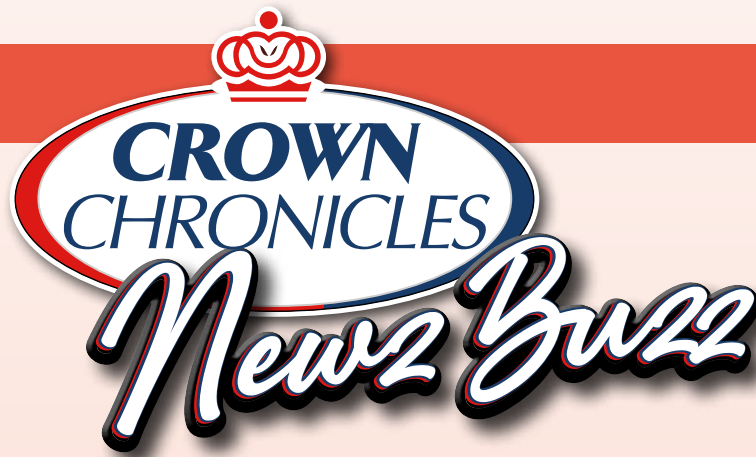
Kamogelo Moloka

Hobbies are listening to music and reading books. I like working at Crown because it was always a dream of mine to work for the biggest spice company in the country.



Patricia Mosoma

My hobbies are watching television and reading. I like working at Crown because it's a nice place to work at as the management treats staff with respect.



CROWN CHRONICLES *News Buzz*



Gert Wright

My hobby's writing drama scripts.
I like working at Crown because
I love what I do and I learn a lot.



Smangele Ntombela

My hobby is listening to music.
I like working at Crown because I have a
passion for what our company does.



Mildred Manala

My hobby is reading. I like working
at Crown because it's a big company
and I learn a lot about spices.



Magdeline Molokwane

My hobbies are cleaning and
ironing. I like working at Crown
because the management treats
all staff equally.

The Story behind **SIX GUN GRILL®** *Every Meal's Best Friend*

During the '70s and '80s, Crown Mills, the forerunner of what we today call Crown National, was the agent for BBQ King rotisseries. Their signature BBQ King product was a spice seasoning for rotisserie chicken, which became popular amongst the fast-food industry, including customers such as Fontana.

The American BBQ King suppliers opted to discontinue sales to South Africa in solidarity with the anti-apartheid struggle. In order to survive, the Crown Mills Research and Development team was tasked with creating a seasoning that would be delicious in a variety of dishes as a replacement for BBQ King Chicken Seasoning. The formulation was developed by Len Nijkamp, who, at the time was Technical Director of the company. Following multiple revisions and numerous sensory evaluations and product testing, a brand-new seasoning was finally born. In line with this Western "cowboy" theme, the new chicken seasoning was christened Six Gun Grill® and launched as a replacement for BBQ King Seasoning. Of course, Crown is known for its entrepreneurial innovation and, within months, Six Gun Grill® was being applied to a variety of food dishes, including beef, pork, mutton, poultry, fish and vegetables. Today, Six Gun Grill® is consumed in massive quantities.

The seasoning has won popularity across all demographic and ethnic groups and continues to find favour in new and unique combinations. The sky seems to be the limit for Six Gun Grill®'s popularity, and continues to win market share from many well-known brands sold on store shelves.

In response to popular demand, Six Gun Grill® is available in 7g retail sachets, 20g sachets, 100g shakers, 200g doypacks, 1kg bags, 1kg tubs and 8kg buckets, as well as a unique Hawker Bailer system to meet the needs of specific market channels.

The brand's character, personality and flavour fulfil our promise to the food industry that "We're here to help". This is deeply rooted in the DNA of our company culture, and has resulted in the development of the product extensions Six Gun Sauce® and Six Gun Burger®.



For all new stories 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