



CROWN FOOD GROUP 2025 CONFERENCE
CROWN 4.0:
INSPIRED BY
PEOPLE, DRIVEN BY
INNOVATION

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BUSINESS UNIT OF THE YEAR - TSHWANE



And now, this is always a difficult decision, especially with so many high achievers! Crown National is not just a business; it is a family with a story, a story of resilience, grit, innovation, and heart. Together, we have shaped a culture that is driven yet grounded, competitive yet collaborative, fun yet focused, and always pushing the boundaries of possibility.

This culture was once again clearly demonstrated in the outstanding results of one of our business units, which not only achieved its targets but significantly surpassed them. For their exceptional performance and contribution, it gives me great pleasure to announce that the Business Unit of the Year Award goes to the Tshwane Branch.

John Morris – Crown Food Group CEO

MD EXCELLENCE AWARD - ANDREW DURIEUX



Despite a challenging year in which only a few branches were able to meet their sales and gross profit targets, the commercial branches showed strong growth in both sales and margins. While topline results are important, the true measure of success lies in trading profit, and here, the branches delivered a significant improvement on the prior year. For his leadership in guiding this achievement, the MD's Excellence Award is proudly presented to Andrew Durieux.

John Morris – Crown Food Group CEO



INNOVATOR OF THE YEAR - RUDY GOEDEMAN

Through bold thinking and practical solutions, Rudy Goedeman has driven successful new product launches and won back lost business through smart value engineering. His unwavering commitment to innovation, deep market insight, and courage to pioneer new ideas have delivered real value to both customers and stakeholders. We are proud to recognise Rudy Goedeman as our Innovator of the Year.

John Morris – Crown Food Group CEO



SALES PERSON OF THE YEAR - EITAL BREDENKAMP

In just their first year with the business, this rising star has made an extraordinary impact—driving a 60% sales increase.

Highlights include standout growth across key categories:

- Natural casings up 149%
- Proteins up 55%
- Condiments and marinades up 38%
- Additives and seasonings up 24%

Beyond the numbers, they've impressed with their hands-on approach—supporting product launches at customer sites, building strong relationships, and consistently exceeding targets. Known for their energy, positivity, and teamwork, they've quickly become a trusted partner to colleagues and customers alike.

For setting the bar high and delivering results with heart, we proudly recognise this year's Sales Person of the Year Award as Eital Bredenkamp

John Morris – Crown Food Group CEO



BRAND AMBASSADOR OF THE YEAR - ANTON OLCKERS

The Brand Ambassador Award recognises extraordinary commitment, passion, and pride in representing Crown Food Group. This year, we honour someone whose influence has brought our brand to life in every interaction and every opportunity.

In his short journey with Crown Food Group, Anton Olckers has shown an exceptional ability to connect people with our purpose. From product knowledge and customer engagement to his infectious energy at events, launches, and conferences, Anton has consistently gone above and beyond in living our brand.

He has strengthened our reputation as a trusted food solutions leader—not only through results, but by embodying our values with authenticity, professionalism, and heart. Whether at trade shows, store visits, team calls, or internal engagements, his impact has been far-reaching and lasting.

This award is more than recognition—it is a heartfelt thank-you for carrying our message, inspiring others, and wearing the Crown Food Group brand with pride. We proudly celebrate Anton Olckers as our Brand Ambassador of the Year.



ABOVE AND BEYOND ACHIEVER OF THE YEAR - TOMMY DICKSON

For his dedication to Crown and our brands and ensuring that our flag flies high & proud, conducting activations & promotions, weekend after weekend. The above & beyond award goes to Tommy Dickson a.k.a Chef Vaatjie.



ABOVE AND BEYOND ACHIEVER OF THE YEAR - PREMIE GOVENDER

I would like to take a moment to express my deepest gratitude to someone who has been more than just a colleague, a true partner in my journey at Crown. Behind the scenes, they have been a steady, dependable presence, always guiding with integrity, loyalty, and trust.

A person who is not only a dedicated professional but also a beautiful soul whose wisdom, patience, and quiet strength have carried us through many moments over the past 20 years.

This is not simply a thank you for hard work; it is a recognition of a lifetime of impact. Tonight, it is my privilege to present a very special Above & Beyond Award to Premie Govender.

John Morris – Crown Food Group CEO

TROPHY AWARDS

In recognition of outstanding performance, unwavering commitment, and exceptional contribution. We honour the following individuals:

AWARD	CATEGORY	WINNER	BRANCH
Trophy Award	Best Driver Award	Louis Swart	Port Elizabeth
Trophy Award	Occupational Health and Safety Award	Elmo Erasmus	Nelspruit
Trophy Award	Credit Controller Award	Yvonne Mshayisa	Gauteng South
Trophy Award	Group Financial & IT Award	Freddie Cloete	Gauteng South
Trophy Award	Factory Mart Award	Denzil Philander	Cape Town
Trophy Award	Excellence Award Sales - CIS	Nicole Le Roux	Gauteng South
Trophy Award	Excellence Award Sales - Out of Home	Alizia Miles	Gauteng South
Trophy Award	Excellence Award Technology	Prudence Mwelase	Cape Town
Trophy Award	Excellence HR Award	Thabo Motsoane	Gauteng South
Trophy Award	Excellence Award Sales - Butcheries	Lucky Gwala	KwaZulu-Natal
Trophy Award	Excellence Award Sales - Supers & Franch	Wesley Godwin	East London
Trophy Award	Excellence Award Sales - Factories	Ryan Mavric	Gauteng South
Trophy Award	Excellence Award Sales -Telesales	Cornelia Oberholzer	Gauteng South
Trophy Award	Excellence Award Griffith Crown	Reshern Ramkissoo	Gauteng South
Trophy Award	Excellence Award Griffith Crown	Zonke Sihlongonyane	Gauteng South



LONG SERVICE AWARDS

40 YEARS - RONA RANJITH

Today, we proudly honour a truly remarkable individual, someone whose dedication, loyalty, and hard work have stood the test of time. With great admiration, we celebrate Rona Ranjith on reaching an incredible milestone: 40 years of dedicated service to our company.

Four decades is more than just a number; it's a testament to resilience, commitment, and passion. Since beginning her journey in September 1984 as a filing clerk at Crown Mills in Durban, Rona has held various roles within the Finance Department. In 2008, she relocated to Johannesburg, where she has remained an integral part of the Finance team ever since.

Throughout her journey, Rona has seen the company evolve, embraced challenges with grace, and exemplified professionalism at every step. Her skills, wisdom, and positive spirit have not only contributed to our success but also set a shining example for colleagues across generations.

As we present this Long Service Award, we want Rona to know how deeply valued and appreciated she is. Her legacy of loyalty and excellence continues to inspire the Crown family, reminding us all of the power of dedication and heart.

Congratulations, Rona, and thank you for 40 extraordinary years!

John Morris – Crown Food Group CEO

LONG SERVICE AWARDS



35 YEARS - RUDY GOEDEMAN



35 YEARS - ISMAIL AVON

CROWN 4.0 - INSPIRED BY PEOPLE

JOHN MORRIS ADDRESS



Good evening, ladies and gentlemen, colleagues, teammates, and friends. It is both a privilege and an honour to stand before you tonight. Thank you, Conrad, for inviting some very special people to share in this farewell. A special thanks to my brother, Sergi, who came all the way from Griffith, Spain. To Neil Evans and Theo, our partners in Zimbabwe, thank you for being part of this journey. And to Jonathan Herbert and Arnold Prinsloo, your support has meant so much. To my cousin Brent, more than family, you've been a friend and a mentor. To Andre Smuts, my moral compass and unofficial shrink, thank you for helping me turn restless thoughts into real action. And to Klaas Havenga, my old boss and mentor, thank you for the space you gave me to be bold and creative. Tonight is bittersweet. I close the chapter on a career that has given me purpose and fulfilment, but I do so with a heart full of gratitude. For 35 years, I've had the privilege of walking this road with you. Whether as a business partner, a colleague, or just a familiar face, our connection has always been more than transactions. It's been about trust, loyalty, and shared moments that shaped us all. To our customers, especially Arnold and Jonathan, you've been more than clients. You've been part of our community. Thank you for your patience and your support. And to my team, you are the heart of Crown. I can't name all 1,200 of you, but each of you has played a role. You have been the wind beneath my wings. As I retire, I do so with pride, humility, and absolute confidence that Crown will continue to thrive. Conrad, you bring your own strengths, energy, and vision. Lead with courage. This team behind you is talented and hungry. Give them the space to shine, and they will reward you, as they have rewarded me. To all of Crown, you are the company. Never forget that. Never stop pushing the envelope. Never settle. Keep believing. Keep driving innovation. Keep asking "Why not?" and "What if?" Be bold. Be brave. Be curious. And always stay humble. There's no room for arrogance in this team. You'll never walk alone. Dare to be different. Take risks. Challenge the norm. Just do it. Be fit for purpose. Think, and then think again. From the bottom of my heart, thank you for making this journey unforgettable.



JOHN MORRIS "YOU'LL NEVER WALK ALONE" FAREWELL





CROWN 4.0 INSPIRED BY PEOPLE - FRIDAY NIGHT



CROWN 4.0 INSPIRED BY PEOPLE - CROWN GOT TALENT



CROWN 4.0 INSPIRED BY PEOPLE - CROWN GAMES

