



CROWN FOOD GROUP

2026 CONFERENCE

EVOLVE WITH NEW OPPORTUNITIES, SHARED DIRECTION AND ACHIEVING IT TOGETHER.





WELCOME TO CROWN FOOD GROUP 2026 CONFERENCE

CONFERENCE 2026 - INSPIRING EACH OTHER





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CROWN FOOD GROUP GALA DINNER

BUSINESS UNIT OF THE YEAR – OUT-OF-HOME

This business unit has an obsessive drive for new business. They simply don't take no for an answer. Creativity and customer-focused problem-solving are at the heart of everything they do, and once they set their sights on something, they don't let go until they achieve it. They aren't necessarily easy to deal with, and we mean that as a compliment! Laser-focused on budget targets, discipline and "closing the gap", this team continues

to win business from customers we don't currently serve. In just three years, since 2023, they have grown sales by an impressive 75%, while gross profit has doubled. This team is truly a force to be reckoned with.

Congratulations to our Business Unit of the Year: Out-of-Home!

Conrad Bester – Crown Food Group CEO





MD EXCELLENCE AWARD – GEORGE KEOGH

“I don’t like losing.” Those were the words George once shared, and they perfectly capture his approach to his work. Not from arrogance, but from a drive to set high standards for himself and those around him.

What you see is what you get with George, straightforward, consistent and results-driven. His branch has delivered an impressive 11% annual sales growth over the past seven years, alongside 18.5% annual profit growth over the same period. He embraces change with a genuine can-do attitude and, even when opinions differ, remains focused on finding solutions that work for everyone.

George knows his customers exceptionally well and understands our products inside out. He doesn’t simply sell Crown

products; he solves customer problems and embodies what it means to be a true Crown solutions partner. And, of course, he also knows his way around Krav Maga! Congratulations to George Keogh, this year’s MD Award recipient.

Conrad Bester – Crown Food Group CEO



INNOVATOR OF THE YEAR – ROSSOUW VILJOEN

Through bold thinking, creativity and a strong understanding of the market, Rossouw has delivered an incredible launch with Gogo’s Braaiwors, taking the market by storm. His determination to bring a fresh offering to consumers, combined with his passion for innovation and execution, has turned the launch into a standout success.

We are proud to recognise **Rossouw** as our **Innovator of the Year**.

Conrad Bester – Crown Food Group CEO



SALESPERSON OF THE YEAR – NADIA KNIPE



The award recognises a dedicated and determined salesperson who consistently goes above and beyond when duty calls. Highly regarded by customers, Nadia has built strong relationships and remains top of mind when it comes to exceptional customer service.

With a relentless determination to achieve targets, Nadia delivered an outstanding F2026 performance, achieving or exceeding budget for the full 12 months. Sales exceeded budget by 8% and were 21% ahead of the prior year, while gross profit exceeded budget by 5% and was 17%

ahead of the prior year. This achievement was further strengthened by exceeding budget in 8 out of 10 product categories.

Beyond the numbers, Nadia approaches each day with a positive attitude and is recognised as a true team player who consistently contributes to the success of those around her.

A truly deserving winner of this prestigious award, we are proud to present the award to **Nadia Knipe**.

Conrad Bester – Crown Food Group CEO





BRAND AMBASSADOR OF THE YEAR - PAUL CHADINHA

When it came to launching the new Gogo's brand, Paul truly excelled. He fully embraced the new range, championed it with his customers, and went above and beyond to promote and sell the brand in-store. His willingness to support promotional activities and educate both customers and consumers helped drive strong customer buy-in and laid the foundation for long-term growth. His passion for the brand was evident in every interaction.

Since launch, Paul has been an outstanding ambassador for Gogo's, consistently putting in the extra effort to maximise

every opportunity. He led by example, demonstrating that great brands are built through commitment, enthusiasm and hard work. His dedication was rewarded with an exceptional 7% national sales contribution for the Gogo's brand—almost double that of his nearest colleague.

For his outstanding commitment and exceptional contribution, we are proud to present the 2026 **Brand Ambassador Award to Paul Chadinha**.

Daniel Serman

- Crown Food Group Marketing Executive



EVOLVE – AWARDS



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

TROPHY AWARDS

Award	Category	Winner	Branch
Trophy Award	Best Driver Award	Alfred S Motheoane	Bloemfontein
Trophy Award	Occupational Health and Safety Award	Thakasani Mthembu	Gauteng South
Trophy Award	Credit Controller Award	Chanel Wessels & Madeleen Grobler	Gauteng South
Trophy Award	Group Financial, IT & HR Award	Faith Mathole	Gauteng South
Trophy Award	Supply Chain Award	Schae Dunn	Gauteng South
Trophy Award	Excellence Award Sales - Manufacturing	Lee-Roy Rudolph	Cape Town
Trophy Award	Excellence Award Sales - Product Development	Natalie van Breda	Cape Town
Trophy Award	Excellence Award Sales - Out-of-Home	Xolani Mpho Ndubata	Bloemfontein
Trophy Award	Excellence Award Sales - Butcheries	Andre Smit	KwaZulu Natal
Trophy Award	Excellence Award Sales - Supermarket & Franchise Butchery	Craig Thompson	Gqeberha
Trophy Award	Excellence Award Sales - Factories	Wiekus Voster	Kimberley
Trophy Award	Excellence Award Sales - CIS	Wendy Dzviti	Gauteng South
Trophy Award	Excellence Award Griffith Crown	Louise Jacobs	Gauteng South

WE'RE HERE TO HELP - ACHIEVEMENT AWARDS

Award receiver	Branch	Award Receiver	Branch
Warren Fourie	Cape Town	Selomo Ramahuma	Polokwane
Etienne Smoog	George	Khuthadzo Nematsharaga	Johannesburg
Gayle Hoffmann	Gqeberha	Sonica Steyn	Tshwane
Elizabeth Davidson	KZN	Simon Vuso	Bloemfontein
Ansie Blom	Nelspruit		



40 YEARS - ALFRED MATHEBULA

Forty years of dedication is a milestone truly worth celebrating! Today, we recognise Alfred for four remarkable decades of service to Crown Food Group.

Your loyalty, commitment and contribution over the years have made a lasting impact. Congratulations, Alfred, and thank you for 40 incredible years!

Conrad Bester – Crown Food Group CEO



Thank you!

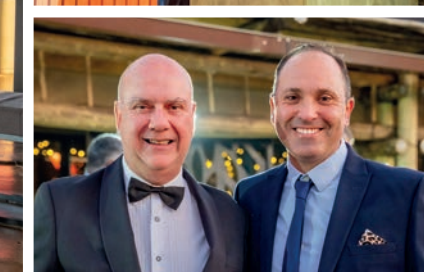


35 YEARS – ROBERT JANSEN

A journey of 35 years reflects an extraordinary level of commitment and dedication. Today, we celebrate Robert and his remarkable service to Crown Food Group.

Your years of experience, hard work and contribution have helped shape our journey. Congratulations, Robert, on reaching this outstanding milestone, and thank you for 35 years of service!

Conrad Bester – Crown Food Group CEO





EVOLVE – NEON SAFARI NIGHT





EVOLVE – JUST FOR THE LAUGHS



EVOLVE – TEAM BUILDING





EVOLVE – LEISURE TIME ACTIVITIES

