



RE IMAGINED | ISSUE SEVEN | MAY 2021

New2 Buzz

BIG Story 35 Years of Sensational Service

35 YEARS WELL SPENT

It was such an honour to work with someone like Alan. I still fondly remember how we celebrated Alan's 30-year service milestone when I had just started my own journey at Crown in April 2016. I cannot believe how quickly five years has flown. Now we find ourselves celebrating his 35-year service milestone, before commencing his new retirement venture at the end of this month. His knowledge of the business, dedication and "old-school" work ethic is unmatched. Alan was always eager to tell a joke or two, and he never missed an opportunity to share a story of Crown and its "characters" of days gone by.

I am sure I speak on behalf of everyone when I say that it was an absolute pleasure to work with Alan. We will miss his jovial personality, and even his chirps of "Vat jou paai en waai" will be missed. (He usually took on a no-nonsense approach to being interrupted unnecessarily by so-called urgent creditor reconciliation sign-off requests). We wish you well Mr Thorne! We trust you will enjoy the golden years that lie ahead with Esme and the family. Thank you for everything that you have done for us, and the company – from the recent budgets, which you have approached with meticulous attention to detail, to assisting with month-end reporting packs, month-end Syspro rolls and everything in-between.

On behalf of the entire team, I would like to thank you for your humble attitude, dedication, hard work and the lasting impact that you have left on us. We will cherish it forever. We wish you joy, peace and good health for the next exciting phase that lies ahead. All the best!

Warm regards,
Yolanda Botha



FINALLY THEY TIED THE KNOT

Congratulations **to Mr & Mrs Govender**

HAPPILY EVER AFTER

"We had postponed three times since the beginning of the year. So on Thursday 15 April he calls me and says, "Let's get married on Saturday 17 April". I said "Yes". So we did.

A gentleman of his word, Ronelle is now married to Pastor Percy Govender. And we couldn't be happier for them.

"May you enjoy many years of wedded bliss."



CROWN IS ON *Fire!*

Wondering why the blonde called the fire engine when there wasn't a fire? Well, you may have heard of Supercar Blondie and her love of fancy, ferociously fast sports cars; but it seems like Crown's favourite Blondie has a love for big red fire engines. Not to suggest that this rugged Sunflower wouldn't trade the sluggish red water laden lorry for a 'revvy' red Ferrari, but on this occasion, she even had fire protection high on her agenda at Crown's manufacturing site.

Natasja Erasmus, Manufacturing Supply Chain Executive who also heads up all the production operations at Crown's manufacturing site in Cape Town, has occupational health and safety on her priority list. Mr Abdulhay Fakier, resident SHE Manager at manufacturing and coastal operations organised the event. Local fire station commander and fire fighters visited to advise on current measures in place, with a focus on fire protection.

The fire chief was highly impressed with our current control plans and advised on areas to improve upon.

Mr Fakier encourages other business units to plan similar exercises on their sites where possible and practical.

Natasja's sentiment on health and safety remains focused on being proactive and prepared with plans that have been tested and validated. Sometimes speed is catalysed by preparedness. But sometimes you've just got to call the fire chief... when there is no fire.



Jimmy's

STORY OF SUCESS



Jimmy and his wife Linda started experimenting in 1987 with sauces when they took over a restaurant. After much trial and error, they developed their now famous basting sauce. Customers started bringing their empty containers with a request to buy the basting for home. They started bottling small amounts in the restaurant and started selling these to a nearby supermarket and some butcheries in the area. On selling their establishment in 1997 they decided to carry on making the sauce in the kitchen of their home with a plastic bucket and wooden spoon. Bottling was done by hand. Jimmy then started handing out samples to potential customers in the Western Cape. It wasn't long before they started reordering. Their big break came when a buyer from a large supermarket chain who sampled the sauce from a friend contacted them to list the product. Additionally, the product's versatility and exceptional taste became a talking point and through word of mouth, sales started increasing in leaps and bounds over the years to what it is today. Jimmy's now sells in South African shops in the UK, USA, Australia, New Zealand, Germany, Italy, Spain and Portugal. Currently they are expanding their footprint in the EU and the US. When asked about the secret ingredient to their business success, Jimmy replied, "When you have passion, love, belief and confidence in your product and use it on a regular basis, your customers will get that energy from you and support you".

WHAT WENT DOWN ON *Social Media* THIS MONTH?

From braaing with the Bok to braaing for the DHL Stormers and making waves with Robbie Louw on the Six Gun Grill™ Powerboat, we've been cooking up a storm on social media... only Six Gun Grill™ knows how!





YOUR PEACE OF MIND
FOR FOOD SAFETY

Crowning Excellence for 110 Years

PART 2



MICROSAFE® FOOD SAFETY PROGRAMME

Crown understands that food safety is one of the biggest risks faced by food processors and it proactively responds to global demand for food safety standards. For this reason, the Crown Food Group implemented the Microsafe® programme to ensure absolute food safety.

Complementing its stringent BRC and FSSC22000 compliance, Microsafe® demands the implementation of a range of additional food safety initiatives including, but not limited to:

- Near-infrared technology for the QC of dairy ingredients.
- Procurement from suppliers who have passed the SQA or supplier quality audit.
- Quality control of incoming shipments.
- High pressure liquid chromatography for the detection of aflatoxins, Sudan Red and capsaicin content of chillies.
- Microbiological analysis of pre- and post-sterilisation samples.
- Metal detection and X-ray scanning to detect possible ferrous and non-ferrous contaminants.
- Microsafe® steam sterilisation of herbs and spices to ensure conformance with government regulations for microbial loads.
- Quality assurance of finished products, with certificates of analysis to customers.

Stabilait

Optimum Stabiliser Solutions



In its quest to be a dairy and beverage stabilising solutions leader in Africa, dedicated food scientists and processing specialists develop and perfect stabilising solutions to fit the demands and specifications of dairy customers. Whether yoghurt, processed cheese, flavoured milk, desserts or beverages, the Stabilait range of superior-quality stabilising solutions meets the complexities of any dairy product.

Stabilait offers advanced, specialised, and custom ingredient solutions for achieving optimum stability in the fresh, fermented, long life dairy and beverage industries, as well as processed cheese. Its strength lies in its range of characteristics:

- Quality - ingredients
- Reliability - FSSC22000 and BRC
- Suitability - formulation principles/ international associations
- Efficiency - processing experts
- Functionality - viscosity, moisture binding, fat reduction stabilisation and enhanced texture
- Optimum - all the above in a one-bag solution

"With excellence at our core, Crown Ingredient Solutions will continue to innovate products and solutions of the highest standards that exceed both our customers' needs and their expectations"

Francois Van Schalkwyk, General Manager at Crown Food Ingredients



Crowning moment for Fair Cape

Congratulations to Fair Cape for being bestowed 14 prestigious awards at the SA Dairy Championships as well as a Qualite awards. We are honoured that since 2010, Fair Cape has continued to select Crown Ingredient Solutions as a preferred stabilising solution provider for its dairy range. Here's to another year of great partnerships, innovation and ground-breaking developments.

Stabilait
Optimum Stabiliser Solutions

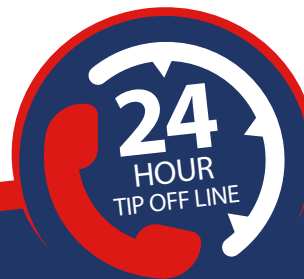
CROWN
INGREDIENT SOLUTIONS

24-HOUR *Tip off line*

WE'RE HERE TO HELP.
**MAKE THE
RIGHT CHOICE.**
IT'S YOUR COMPANY.
PROTECT IT.

Whistleblowing is not a crime,
but not telling someone is!

- Anti-competitive behaviour
- Bribery • Fraud • Intimidation
- Theft • Unethical behaviour



Anyone can get in touch
anonymously, anytime!

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