



# TSEBO'S ALL-NEW, FRESH, AND FABULOUS CATERING SOLUTIONS AT **COUNTRY LIFE RETIREMENT VILLAGE**

The residents of Country Life were treated to festivities when Living Lifestyle, powered by Fedics, launched The Bistro and a new and improved Perk Up in the heart of the retirement village.

The launch that took place on 1 November 2021, marks the culmination of best-in-class culinary leadership, chefs and dietitians who contributed their extensive knowledge, experience, and passion to Tsebo Catering Solutions' rebrand. By continually upskilling and keeping an eye on international trends Tsebo ensures its ongoing commitment to providing excellent nutrition through tasty, healthy, and creative food offerings.

Marketing material in the form of mailers and social media teasers were developed to stir up excitement prior to the launch, and residents were delighted with the superior presentation, freshness, creativity, and variety of food on offer at the launch as well as the new and improved décor and ambiance at the restaurants. The business model behind The Bistro and Living Lifestyle has been updated to allow better value for money and a wider menu offering to suit all tastes and budgets. The varied daily menus ensure that multiple options are available at affordable prices.

An agile meal booking system means that our customers have the flexibility to pick and to choose meals as and when it suits them. No meals are compulsory, and residents only pay for the meals they want. By taking time to understand our clients' and customers' needs Tsebo Catering Solutions has once again proven its creativity, agility, and ability to provide solutions that pre-empt the changing needs of our environment and markets.





