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TSEBO

2024: A YEAR OF INNOVATION, IMPACT, AND CULINARY EXCELLENCE!

The year 2024 has been one of transformative growth for Tsebo Catering Solutions. From innovating in culinary experiences to achieving new sustainability milestones and empowering local communities, Tsebo has demonstrated its commitment to excellence and impact across Southern Africa. This year's festive edition of The Alchemy of Food brings together the defining moments, key initiatives, and inspiring achievements of 2024.



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*Vintage Vibes,
Modern Marvels*

Festival OF FUSION AND FLAVOUR 2024

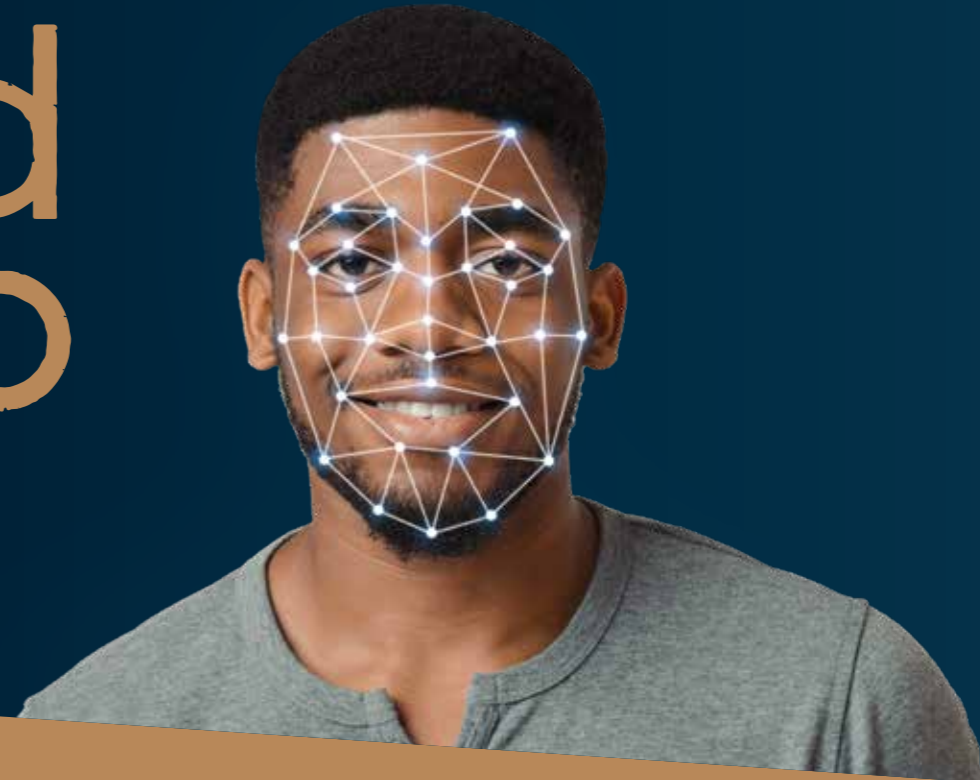
Tsebo's third annual Festival of Fusion and Flavour took centre stage with its unique theme, Vintage Vibes, Modern Marvels. Held in Cape Town, Johannesburg, Durban and the first ever in Gqeberha, the festival highlighted trends that blend culinary tradition with modern techniques. This event fostered collaboration and creativity, strengthening relationships with suppliers and inspiring innovative menu ideas. "The festival has become more than an event – it is a celebration of creativity and partnership," says Jackie Searle, Category Manager.

TOP EMPLOYER CERTIFICATION – RECOGNISED FOR EXCELLENCE IN EMPLOYEE CONDITIONS

In February 2024, Tsebo proudly received its Top Employer certification for the second year in a row and earned a place in South Africa's Top 20 workplaces. This accolade recognises Tsebo's commitment to employee growth, health, and safety and reinforces its dedication to high standards in HR practices. Celebrated at Johannesburg's Sandton Convention Centre, this award reflects Tsebo's focus on sustainability, responsibility, and innovation in employee management. To celebrate this achievement, Tsebo introduced the '2024 Top Employer Glossy', a toolkit designed to embed this recognition into the company's culture, demonstrating Tsebo's dedication to creating an engaging workplace. This recognition is a testament to the collective effort and commitment of Tsebo's teams across South Africa.



the
food
buro



REVOLUTIONISING CONVENIENCE: INTRODUCING FACIAL RECOGNITION PAYMENT INNOVATION IN PAYMENT SOLUTIONS

Tsebo introduced a groundbreaking facial recognition payment system and an innovative ordering app, aiming to enhance user convenience and efficiency. This technology enables employees to make secure, cashless payments with a simple facial scan at the Food Buro and Nosh Coffee Shop. Early adopters benefited from exclusive incentives, setting a new standard for seamless transactions in the catering industry. Tsebo's approach signals a step towards a future of efficient, secure, and cardless payments, aligning with modern technological advancements.

THE STRATEGIC ADVANTAGE OF OUTSOURCING CATERING

INSIGHTS FROM **WYNAND LOUW** OF TSEBO CATERING SOLUTIONS

In today's fast-paced corporate environment, outsourcing catering boosts productivity and supports employee wellbeing. Wynand Louw, CEO of Tsebo Catering Solutions, highlighted how quality meals contribute to better focus, morale, and reduced absenteeism. "Catering is about supporting health and energy," Louw explains, underscoring Tsebo's dedication to enhancing workforce productivity through tailored nutrition solutions.

TSEBO CATERING'S COMMITMENT TO ESG LEADERSHIP: DRIVING SUSTAINABLE SOLUTIONS ACROSS AFRICA



Watch the highlights video:



View the full report:



Sustainability and ethical sourcing

Tsebo is a leader in integrating environmental, social, and governance (ESG) principles, driving sustainable practices. Key milestones include:

- **Sustainable sourcing:** 96% of oils from RSPO certified suppliers, 73% of tea and coffee from Rainforest Alliance certified partners.
- **Eco-friendly seafood:** 92% sourced from SASSI certified suppliers, promoting responsible fishing. Tsebo's ESG efforts continue to set an industry standard for responsible, sustainable catering.

FOOD SAFETY AND QUALITY ASSURANCE: SAFEGUARDING THE HEALTH OF OUR YOUTH

In light of recent incidents involving food safety in local outlets, Tsebo is committed to reinforcing its reputation as a trusted provider of nutritious, safe, and high-quality meals for students and young learners across South Africa.

As illustrated in our *Smart Choices* and *Planet Savvy* programmes, we do not just provide meals; we are dedicated to crafting holistic food solutions that meet strict safety standards while addressing the diverse nutritional needs of our young audience.



smartchoices

Our comprehensive food safety measures

At Tsebo, we take extensive precautions to ensure that every meal we serve is prepared and delivered under the highest standards of food safety and quality assurance. Here is how we prioritise food safety in every step of our process:

Trusted suppliers

All our suppliers are carefully vetted and audited to comply with stringent food safety regulations. This ensures that the ingredients entering our kitchens are of the highest quality, safely packaged, and stored correctly, giving parents and institutions confidence in our meals.

Temperature controlled deliveries

To preserve freshness and safety, all food items are transported in temperature controlled vehicles. This critical step prevents temperature sensitive items from spoiling during transport, keeping every ingredient safe until it reaches our kitchens.

Quality assurance on arrival

Every delivery is rigorously checked for quality and integrity before it is stored in our facilities. These storage areas are continuously monitored to maintain optimal temperature and quality, ensuring that ingredients are in perfect condition when used.

Expert preparation

Our meals are prepared by highly trained personnel who follow strict safety and hygiene protocols. By adhering to these standards, we guarantee that every meal meets Tsebo's commitment to food safety.

Control samples for monitoring

To maintain accountability, we collect control samples from each meal batch. Should any food safety concerns arise, these samples allow us to investigate thoroughly, maintaining transparency and providing assurance to our clients.

Safe serving standards

Our service teams are trained to handle and serve food with utmost care, ensuring that meals are safely presented to our young patrons.

Supporting food safety together

While Tsebo takes extensive measures to ensure the safety and quality of each meal, we encourage our consumers to support these efforts:

Timely consumption

For optimal safety, consume your meal within 30 minutes of being served. This is particularly important in warm climates, as prolonged storage at room temperature can compromise food safety.

Avoid storing at room temperature

If you plan to eat your meal later, please avoid leaving it at room temperature, especially in high temperature environments. This simple precaution helps maintain the safety and quality of your meal.

Nutrition and sustainability through Planet Savvy and Smart Choices

Our *Planet Savvy* and *Smart Choices* programmes extend beyond food safety, aiming to nurture both health and environmental responsibility. *Smart Choices* addresses the unique dietary needs of school aged children, including allergy conscious menus and educational support for healthy eating. Similarly, *Planet Savvy* offers tertiary students balanced, planet-friendly meal options that foster sustainability while meeting their fast-paced lifestyle needs.

At Tsebo, we are not just feeding the future; we are protecting it. By prioritising rigorous safety standards, we ensure that every meal is not only nutritious and delicious but also safe and reliable. We invite our clients and their communities to partner with us in this journey, supporting our efforts to make food safety a shared responsibility. Together, we can foster healthier, safer, and more sustainable food practices for generations to come.

2024 ON A PLATE: HOW TECHNOLOGY, TRENDS, AND TASTES SHAPED THIS YEAR'S FOOD AND BEVERAGE SCENE



Embracing digital transformation

Tech-driven innovation

Technology has transformed the food and beverage (F&B) industry, from AI-driven insights to cashless transactions and online ordering. This shift enhances convenience and efficiency, with many consumers now expecting app-based ordering and digital payments as standard, especially among Gen Z. Innovations such as self-adjusting grinders and connected coffee gear are revolutionising quality control in coffee, while digital ordering kiosks and cashless systems streamline service in food outlets.

Personalised dining experiences

In response to Gen Z's demand for customisation, brands have embraced loyalty programmes and tailor-made options. This tech-savvy generation values personalised dining, with dietary specific choices and flexible menus. Social media engagement also plays a critical role, as 67% of Gen Z diners discover new dining options through platforms like Instagram and TikTok.



Shifting consumer preferences

Return to artisan craft

Despite advancements in automation, there is a renewed focus on artisanry in food preparation, particularly in coffee. With trends like omakase-style tasting experiences, consumers are seeking more profound, story-driven culinary interactions. Coffee bars are re-emphasising the craftsmanship behind each cup, using advanced espresso technology that enables baristas to perfect their techniques, blending traditional skills with modern technology.

Health-conscious choices

The focus on health and wellness remains strong, with consumers leaning towards plant-based diets, low-sugar recipes, and functional ingredients like mushrooms and caffeine alternatives. Tsebo's Nutrition Manifesto supports this trend by offering healthier, nutritious meals that prioritise reduced sugar and salt content. The rise of 'guilt-free indulgences' reflects a balance between enjoyment and nutrition, catering to a health-aware market.



Sustainability takes centre stage

Eco-friendly practices

Sustainability is increasingly crucial, with eco-conscious consumers pushing for more responsible sourcing and waste management. Tsebo has implemented initiatives like *Food Waste to Fertilizer* and a zero-waste programme in several African countries, significantly reducing environmental impact. Their use of responsibly sourced seafood and recycled cooking oil highlights a commitment to sustainable practices that resonate with modern values.



Support for local economies

Empowering local suppliers and small businesses forms another pillar of sustainability. Programmes such as Tsebo's support for Last Drop Juice and Mosh Enterprise exemplify this approach, offering resources and market access to local businesses. These partnerships contribute to socioeconomic growth while ensuring sustainable sourcing and ethical business practices.

Coffee trends: A year of diversity and innovation

Rise of specialty blends

Coffee lovers are increasingly embracing both single-origin and blended options, creating a diverse coffee landscape. Specialty-grade coffees from Asia, particularly Thailand, have gained recognition globally, showcasing the unique flavours from lesser-known regions. The trend towards cold coffee formats and unique infusions, such as African spice blends, also highlights the growing diversity in coffee preferences.

Sustainability and local initiatives

Local coffee production initiatives, like training programmes for farmers, are fostering sustainable practices. These grassroots efforts contribute to environmental stewardship and provide fair economic opportunities for local communities. Balancing growth with sustainability remains a challenge, but it is one the coffee industry is actively addressing.



Connected coffee gear and digital integration

The Internet of Things (IoT) has made its way into coffee preparation, with connected devices like smart grinders and brewing systems allowing real-time adjustments for consistency. This integration of technology not only improves quality but also streamlines the experience for both baristas and consumers, catering to a tech-savvy, quality conscious audience.

The road ahead: Where trends converge

As we move into the future, the F&B industry will continue to blend innovation with tradition, addressing the dual consumer demand for convenience and authenticity. Digital transformation, health-conscious choices, sustainability, and local economic support will shape the industry's direction. Brands that embrace these trends will not only meet consumer expectations but will also foster loyalty and growth in a rapidly evolving market. The future of food and beverage is as dynamic as ever, poised to deliver experiences that are not only delicious but also meaningful and responsible.

EMBRACING THE FESTIVE SPIRIT MINDFULLY

As we approach the festive season, it is important to be mindful of our health while still embracing the joy of the holidays. The holiday period often brings a mix of temptations, from indulgent meals to disrupted routines, and finding a balance can be challenging.

Our Tsebo dietitian, Annelize Zeelie, suggests an approach rooted in mindful eating and moderation. It is not about strict dieting or complete indulgence but rather making small, thoughtful adjustments.



ANNELIZE ZEELIE
Tsebo Catering Solutions
Registered Dietitian RD (SA)

Here are tips to enjoy treats without compromising your wellbeing:

- **Follow the 80/20 rule:** Aim for balance by filling 80% of your plate with nutritious options, allowing room for your holiday favourites in the remaining 20%. This approach keeps indulgences in check while maintaining overall healthy choices.
- **Plan ahead:** Eat a healthy snack before parties to help curb hunger, allowing you to enjoy holiday treats in moderation without overindulging.
- **Stay active:** Incorporate movement into your holiday plans, such as walks with family or light activity after meals. This helps manage energy and keeps you feeling refreshed.
- **Favour the fresh:** Fill up on fresh ingredients like green salads, fresh fruit, crudites with dips, mini cucumbers, corn and carrots. This adds fibre, vitamins and minerals without adding calories.
- **Portion control:** Choose smaller plates and start with modest portions. This helps you enjoy festive foods while staying mindful of your intake.
- **Hydrate:** Drinking water before meals can reduce overeating, especially during long gatherings filled with high-calorie options.
- **Limit alcohol:** Alcohol can be high in calories and may lead to impulsive eating. Enjoy it in moderation or swap it out for lower calorie mocktails.
- **Stay mindful:** Focus on the flavours and textures of your meals and listen to your body's cues. Eat slowly, savour the experience, and avoid distractions while eating.
- **Allow flexibility:** Occasional indulgences are part of a balanced lifestyle. If you go off plan, do not be hard on yourself; reset and continue your healthy habits the next day.

The holidays are about connection and celebration, and with mindful choices, you can enjoy the season without straying from your health goals. For those seeking added support, using health-tracking tools like fitness monitors can enhance accountability and awareness. But ultimately, the key is balance, finding joy in the festive spirit while still honouring your personal wellness journey.

Spiced pumpkin soup with garlic croutons

Ingredients

- 500 g** Pumpkin, peeled and cubed
- 1** Onion, chopped
- 2** Garlic cloves, minced
- 500 ml** Vegetable stock
- 100 ml** Cream
- 1 tsp** Ground cinnamon
- TT** Salt and pepper
- TT** Olive oil, for cooking
- TT** Croutons, garlic-flavoured

Method

- 1.** Heat olive oil in a large pot, add onion and garlic, and sauté until soft.
- 2.** Add pumpkin cubes and cinnamon, stir for 3 minutes.
- 3.** Pour in vegetable stock, season with salt and pepper, and simmer until pumpkin is soft (about 20 minutes).
- 4.** Blend until smooth, stir in cream, and adjust seasoning if needed.
- 5.** Serve hot, garnished with garlic croutons.

Prawn and avocado salad

Ingredients

- 200 g** Cooked prawns, peeled and deveined
- 1** Avocado, diced
- 1** Cucumber, diced
- 100 g** Cherry tomatoes, halved
- 1 Tbsp** Lemon juice
- TT** Salt and pepper
- TT** Fresh basil

Method

- 1.** Combine prawns, avocado, cucumber, and tomatoes in a bowl.
- 2.** Drizzle with lemon juice, season with salt and pepper, and toss gently.
- 3.** Garnish with fresh basil and serve immediately.

Baked Brie with cranberry and pecans

Ingredients

- 200 g** Brie wheel
- 3 Tbsp** Cranberry sauce
- 2 Tbsp** Pecans, chopped
- TT** Fresh rosemary

Method

1. Preheat oven to 180°C.
2. Place Brie on a baking sheet, top with cranberry sauce and pecans.
3. Bake for 10 minutes until soft and warm.
4. Garnish with rosemary and serve with crackers.

Herb-crusted lamb rack

Ingredients

- 1** Rack of lamb (800 g)
- 2 Tbsp** Dijon mustard
- 3 Tbsp** Breadcrumbs
- 2 Tbsp** Fresh rosemary, chopped
- 2 Tbsp** Fresh thyme, chopped
- TT** Salt and pepper

Method

1. Preheat oven to 200°C.
2. Season lamb with salt and pepper, coat with mustard.
3. Mix breadcrumbs, rosemary, and thyme, press onto lamb.
4. Roast for 25 minutes for medium-rare.

Honey-glazed roast duck

Ingredients

- 1 Whole duck (1.5 kg)
- 3 Tbsp Honey
- 2 Tbsp Soy sauce
- 1 Tbsp Orange juice
- 1 Tbsp Fresh ginger, grated

Method

1. Preheat oven to 190°C.
2. Mix honey, soy sauce, orange juice, and ginger.
3. Brush mixture over the duck and roast for 1.5 hours, basting every 30 minutes.

Stuffed bell peppers

Ingredients

- 4 Large bell peppers
- 200 g Ground beef
- 1 cup Cooked rice
- 1 Onion, chopped
- 1 Garlic clove, minced
- TT Salt and pepper
- 1 cup Grated cheese

Method

1. Preheat oven to 180°C.
2. Sauté beef, onion, and garlic until cooked. Mix with rice, salt, and pepper.
3. Stuff peppers, top with cheese, and bake for 20 minutes.

Mushroom and spinach risotto

Ingredients

- 200 g** Arborio rice
- 1L** Vegetable stock
- 200 g** Mushrooms, sliced
- 100 g** Spinach
- 1** Onion, chopped
- 50 g** Parmesan, grated
- TT** Olive oil for cooking

Method

1. Heat olive oil, add onion and mushrooms, cook until soft.
2. Stir in rice, add stock gradually until rice is cooked tender.
3. Stir in spinach and Parmesan. Season to taste.

Cinnamon-spiced apple tart

Ingredients

- 1** Pre-made pie crust
- 4** Apples, peeled and sliced
- 2 Tbsp** Brown sugar
- 1 tsp** Cinnamon
- 1 Tbsp** Butter, melted

Method

1. Preheat oven to 180°C.
2. Arrange apples on crust, sprinkle with sugar and cinnamon, and drizzle with butter.
3. Bake for 25 minutes until golden.

Dark chocolate mousse

Ingredients

200 g	Dark chocolate, chopped
3	Eggs, separated
2 Tbsp	Sugar
200 ml	Whipped cream

Method

1. Melt chocolate and cool slightly.
2. Whisk egg yolks and fold into chocolate. Whisk egg whites with sugar until peaks form.
3. Fold egg whites and whipped cream into chocolate.
4. Chill for 2 hours.

Mini Pavlovas with berries

Ingredients

4	Egg whites
200 g	Caster sugar
200 ml	Whipping cream
TT	Mixed berries

Method

1. Preheat oven to 120°C.
2. Whisk egg whites, add sugar gradually until stiff peaks form.
3. Spoon meringue onto baking sheet, bake for 1 hour. Cool and top with whipped cream and berries.

MESSAGE FROM THE CEO: REFLECTING ON A REMARKABLE YEAR

As we close 2024, I am honoured and proud to reflect on the remarkable journey we've shared this year. This edition of *The Alchemy of Food* celebrates the milestones, achievements, and impactful initiatives that have defined Tsebo Catering Solutions in 2024.

Our commitment to innovation, sustainability, and community upliftment has driven a year of progress and meaningful impact. Highlights include our third annual Festival of Fusion and Flavour, showcasing culinary excellence, and earning the prestigious Top Employer Certification. Additionally, the release of our **2023 ESG Report** reaffirmed our dedication to sustainable practices, social responsibility, and ethical governance.

We've also embraced technology with facial recognition payment systems, enhancing convenience and efficiency, while impactful initiatives like skills training programmes and partnerships have empowered local businesses and communities.

The festive season is a time to celebrate these achievements and acknowledge the collective efforts that made them possible. None of this would be possible without the dedication of our teams, the trust of our clients, and the partnerships that inspire us to reach new heights.

Looking ahead to 2025, we are excited to build on this foundation of excellence, driving innovation and creating exceptional experiences while supporting the communities we serve.

Thank you for being part of this journey. On behalf of Tsebo Catering Solutions, I wish you and your loved ones a joyful festive season and a prosperous New Year.



WYNAND LOUW
CEO, Tsebo Catering
Solutions